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ABSTRACT

This independent study module is intended to introduce business administration students and managers to business information available in books, periodicals, and other library sources, and to teach library search strategies for the acquisition of needed information with a minimum expenditure of time. The module consists of six parts. The first three begin with specific objectives and end with exercises on locating books on business topics using (1) the card catalog, (2) indexes and abstracts, and (3) general business reference works. Exercises at the end of part three are intended to illustrate the types of questions such sources can answer and affords practice with these sources. Part four introduces specialized sources in the functional areas of business: finance, human resources, production, marketing, accounting, and law. The final instructional unit pulls together material from the previous chapters and demonstrates search strategies with three outlined examples: company information, industry/product/market information, and general business topic. Answers to exercises are provided in part six. A study guide is provided in the introduction. (RAA)

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LIBRARY SKILLS AND RESOURCES FOR BUSINESS RESEARCH

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CEDAR FALLS

Spring 1982

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The ability to locate information in an organized and efficient way is an important skill for business students and managers. The more you as a student or manager know about library skills and resources important in business, the more productive you will be in time allotted to library research. As you become a more sophisticated library user, you will spend less time locating needed information and will be less likely to overlook valuable publications.

The interest of managers in business information sources is illustrated by publication of journal articles such as the following: "Business Facts: Where to Find Them" (MSU Business Topics, Summer, 1976), "Sources of Industry Statistics" (Harvard Business Review, January-February, 1979), "The Reference Library: Resource for Small Business" (Journal of Small Business Management, January, 1979), and "The Well-Read Manager" (Harvard Business Review, July-August, 1972). The latter article points out that "managers must know the literature in their profession if they wish to keep abreast of current developments and have ready access to published information on specific topics...Books and periodicals might just as well have never been published unless the manager knows where to find them" (pages 134-135).

This self-instructional learning module with exercises is intended to serve as an eye-opener to the wealth of information available on business topics in books, periodicals, and other publications. It is intended to help you become a more efficient and effective library user, to help you find more quickly the information you need for assignments and other purposes. The module is designed to introduce you to important business reference books, suggest strategies to follow when looking for information on companies, industries, and other business topics, and review basics of card catalog and periodical index use. The business reference books cited are examples of sources you are likely to use in business courses and in work as a manager; particular sources consulted will of course vary from project to project. A word on card catalog and periodical index use: if you do not know the "basics," you will spend an unnecessarily great amount of time seeking library material for a given project or, worse, you will not even find publications which may be "just right" for your project.

The module is intended as a subject-oriented supplement to the Library Orientation course (35:010) offered by the Department of Library Science. Parts One and Two review basics of card catalog and periodical index use for those who have already taken Library Orientation and introduce the same important basics for those who have not yet had the opportunity to take this course.

Parts of the Module

This module consists of six parts. The first three parts begin with specific objectives and end with exercises (Solutions for these are in Part Six.). Part One is called Locating Books on Business Topics: The Card Catalog, while Part Two is titled Locating Articles on Business Topics: Indexes and Abstracts.

Part Three introduces different types of business reference books. The specific sources described are ones often used in connection with business courses at UNI. The exercises at the end of Part Three are intended to illustrate the types of questions such sources can answer, and to give you practice in using such sources.

Part Four contains somewhat more specialized sources used in various functional areas of business. This part is intended to increase your awareness of reference sources which cover specific business disciplines. Additional specialized sources in areas such as finance, human resources, production, marketing, accounting, and law can be identified with the help of guides to business literature, described in Part Three, Section One.

Part Five is an attempt to pull together material from the first four parts and illustrate how sources from these previous parts might be utilized in a systematic search for information on a company, industry, or other business topic. Three search outlines are provided; they are general, but if you follow the approach they suggest you are more likely to find the information you need for a given project in a shorter period of time.

Part Six consists of answers to the exercises in Parts One through Three.

Suggested Approach in Studying the Module

Part One--Locating Books on Business Topics: Read the pages in this part of the module and examine the two volume Library of Congress Subject Headings (on the dictionary stand at north end of card catalog). Next complete the exercises at the end of Part One. After completing the exercises, check your answers against those given in Part Six, reviewing problem areas.

Part Two--Locating Journal Articles: Read the pages in this part of the module and examine the List of Serials (see copies on dictionary stand in Indexes & Abstracts area). Pay particular attention to the sample entry and the explanation of symbols and abbreviations at the front of List of Serials. Next complete the exercises at the end of Part Two. After completing the exercises, check your answers against those given in Part Six, reviewing problem areas.

Part Three--Locating Information on Business Topics: Read the pages in this part of the module; pay particular attention to the introduction to each section. We recommend you examine at least two or three sources in each section, noting type of information presented, arrangement of the information, and type of indexing. Next complete the exercises at the end of Part Three. After completing the exercises, check your answers against those given in Part Six, reviewing problem areas.

Parts One-Three: Don't forget to read the objectives at the beginning of these three parts. Consider the objectives as you read the material and complete the exercises in each part.

Part Four-- Specific Discipline Sources: Part Four is intended to increase your awareness of specialized reference sources in different subject

areas. Read the entire part; pay closest attention to the subject areas of greatest interest to you. There are no exercises.

Part Five--Business Information Search Strategies: Part Five is intended to illustrate how skills and resources from the first four parts might fit together in a systematic search for business information. Read Part Five. There are no exercises.

Ask for help at the Reference Desk if you have trouble understanding explanatory material or exercises.

Very Important

It is very important that you return the business reference books to the shelf after examining them. Your classmates will be examining the same sources, of course, and many other students and faculty use these books for assignments and projects. Be sure to reshelve the books in the correct location.

Locations

Abstract Shelves--main level, north center (North is to your right as you walk into the UNI Library.)
Bound Periodicals--lower level, west
Career Collection--main level, room 226
Current Periodicals--main level, northwest
Documents & Maps area--upper level, north center
Index Tables--main level, north center
Microform Room--lower level, east side, across from Reserve Desk
Periodical Desk--main level, northwest (in Current Periodicals area)
Reference Desk and Reference Collection--main level, center

There is a building directory ahead and slightly to the left as you walk into the UNI Library. If you have trouble finding anything mentioned in this module, ask for help at the Reference Desk.

ACKNOWLEDGEMENTS

The authors would like to thank several people for their assistance. The Graduate College of the University of Northern Iowa provided funding which led to the development of Library Skills and Resources for Business Research. Several School of Business professors suggested materials to include in Parts Three and Four: Steven Corbin, Saul Diamond, Wayne Evenson, Peter Goulet, Telford Hollman, Richard Penn, and Michael Rod. Evenson wrote Part Four, Section Six-E, and Hollman wrote Part Four, Section Six-B,D, and F. Lawrence Kieffer, Library Reader Service Department Head, reviewed and commented on portions of the module. Darla Parsons, a Library student assistant, typed the final version. The authors would also like to thank Library Director Donald Rod and School of Business Dean Robert Waller for their support and encouragement.

Several sources were useful in development of this module, but the most important were Business Information Sources by Lorna Daniells, Materials and Methods for Business Research by Linda Piele, John Tyson, and Michael Sheffey, and the several business research essays by Madhava Balachandran published recently in Reference Services Review and elsewhere.

Objectives:

1. After reading Part One, the student will state whether particular types of publications (such as books, maps, and articles) are listed in the card catalog; for types of materials not usually listed in the catalog, the student will explain how to determine whether the library collection includes a particular publication.

2. Given a sample catalog card, the student will identify the various elements of information on the card.

3. Given a particular topic, the student will utilize Library of Congress Subject Headings to determine the most appropriate card catalog subject headings for locating books on the topic.

4. Given a need for a certain type of publication (such as a subject dictionary, yearbook, almanac, bibliography, or encyclopedia), the student will explain how to check the card catalog to determine whether the Library has such a publication.

5. Given a sample of card catalog headings, the student will state whether they are correctly filed.

6. Given the call numbers for particular books, the student will state where the books are shelved in the Library.

7. Given a sample of call numbers, the student will state whether they are in correct order.

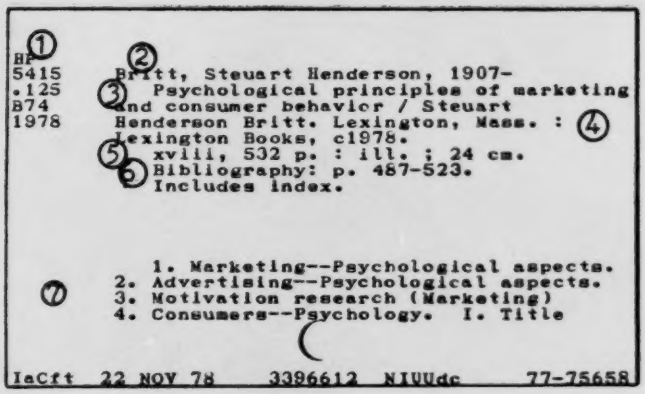
8. Having been told a particular needed book is not in its designated place in the Library, the student will state which library services could be utilized in an attempt to locate the book.

A search for information on a business topic often will begin with the card catalog, which is the most important single guide to library resources. The card catalog is a fairly complicated tool. Knowing the basics discussed in Part One will reduce the chances of your missing library materials which are listed in the catalog, or not finding materials on your research topic which actually are available in the Library. Ask for "Guide to Use of the Card Catalog" (at the Reference Desk) after reading Part One if you want more information. When you have problems using the catalog, or other library resources, ask for help at the Reference Desk.

What Is the Card Catalog?

The card catalog is an alphabetically arranged list of most books, periodical titles (not individual articles), certain microforms, and other selected materials in the Library. Most U.S. government publications are not listed in the main card catalog; use special indexes such as Monthly Catalog of U.S. Government Publications, shelved in the Documents & Maps area on the top floor of the Library, to locate such materials. Individual pamphlets, maps, and articles also are not listed in the main card catalog. You must consult indexes or simply browse to find relevant journal articles on a particular subject. Most of the Library's maps are housed in the Documents & Maps area. Pamphlets are arranged by subject in the Library's information files.

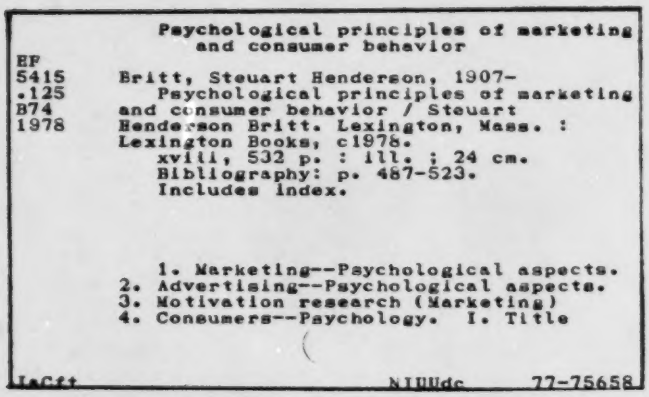
If a book is in the library collection, it usually is listed in the card catalog under the author, title, and subject of the book. If you want to see a book listed in your Quantitative Methods textbook, for example, look up either the author or the title to see if the library collection includes the book. On the other hand, if you do not already have the author or title of a specific book, but instead want material on a certain subject such as motivation research in marketing, you can use the card catalog to compile a list of books in the Library on that topic. Below are examples of the author, title, and subject cards in the card catalog for a particular book:


HF
5415
.125
B74
1978
Britt, Steuart Henderson, 1907-
Psychological principles of marketing and consumer behavior / Steuart Henderson Britt. Lexington, Mass. : Lexington Books, c1978.
xviii, 532 p. : ill. ; 24 cm.
Bibliography: p. 487-523.
Includes index.
1. Marketing--Psychological aspects.
2. Advertising--Psychological aspects.
3. Motivation research (Marketing)
4. Consumers--Psychology. I. Title
IaCft 22 NOV 78 3396612 NIUUdc 77-75658

Author card: There is an entry for the book under the author's last name.

1. Call number--identifies book and indicates location on the shelf
2. Author--gives full name and dates of birth and death if known

3. Title--exact title copied from the title page of the book
4. Imprint--place of publication, publisher, and date of publication
5. Collation--number of pages, whether book includes illustrations, etc.
6. Notes--indicates whether book includes a bibliography, sometimes includes other information
7. Tracings--You will find a card for the book under each of these headings. The ones preceded by Arabic numerals are subject headings; "Title" means there is an entry under the title of the book.



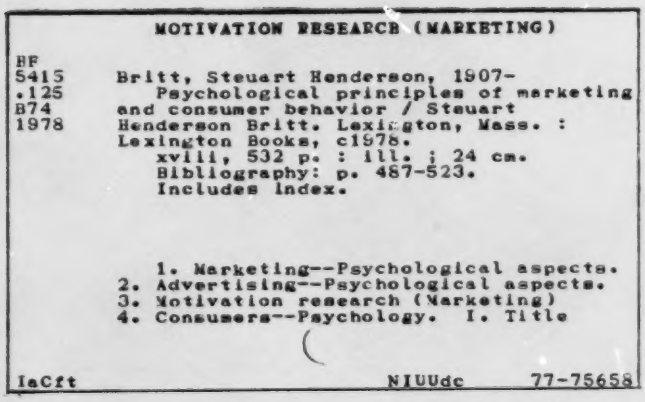
Psychological principles of marketing and consumer behavior

HF
5415 Britt, Steuart Henderson, 1907-
.125 Psychological principles of marketing
B74 and consumer behavior / Steuart
1978 Henderson Britt. Lexington, Mass. :
Lexington Books, c1978.
xviii, 532 p. : ill. ; 24 cm.
Bibliography: p. 487-523.
Includes index.

1. Marketing--Psychological aspects.
2. Advertising--Psychological aspects.
3. Motivation research (Marketing)
4. Consumers--Psychology. I. Title

IaCft NIUUdc 77-75658

Title card: There is an entry for the book under its title.



MOTIVATION RESEARCH (MARKETING)

HF
5415 Britt, Steuart Henderson, 1907-
.125 Psychological principles of marketing
B74 and consumer behavior / Steuart
1978 Henderson Britt. Lexington, Mass. :
Lexington Books, c1978.
xviii, 532 p. : ill. ; 24 cm.
Bibliography: p. 487-523.
Includes index.

1. Marketing--Psychological aspects.
2. Advertising--Psychological aspects.
3. Motivation research (Marketing)
4. Consumers--Psychology. I. Title

IaCft NIUUdc 77-75658

Subject card: This is one of the four subject headings under which you'll find an entry for this book (see tracings for other three headings). When you find a book that's right on target, check the tracings to see what other subject headings were assigned to the book; perhaps one of these headings is better than the ones you've been using.

Aren't Finding Many Books on Your Topic Listed in the Catalog?

There are two likely explanations: (1) the Library uses one word or phrase to categorize books on the topic and you use a different word or phrase; and (2) the Library actually does not have many books dealing primarily with the subject you are researching.

To get around the first problem and to save time in the long run, you should learn how to use Library of Congress Subject Headings (LCSH), two large red volumes on a dictionary stand at the north end of the card catalog. The Library's catalogers use this list to ensure that books on the same topic are listed under the same subject heading in the card catalog.

Here are two specific situations in which you might use the LCSH:

1. You look up words such as "production processes" in the card catalog and find only a few books listed. These are cards for books whose titles happen to begin with the words "production processes." You wonder if you are using the right subject heading, so you look up "production processes" in LCSH; there, you are told to use a different heading, MANUFACTURING PROCESSES (see below):

sa = see also; NETWORK ANALYSIS (PLANNING) is a related heading you might try in the catalog.

x = Terms falling under a single x, Manufacturing planning and Process planning in this case, are not used as subject headings in the card catalog.

xx = Terms preceded by a double x, PLANNING and PRODUCTION ENGINEERING, are related headings which you might try in the card catalog.

Production planning
sa Network analysis (Planning)
x Manufacturing planning
Process planning
xx Planning
Production engineering
Production processes
See Manufacturing processes
Production standards *(Indirect)*

Under the heading MANUFACTURING PROCESSES you will find several more books listed.

2. You are studying the notion of how to motivate people to buy a product. You look in the card catalog under the subject heading MOTIVATION RESEARCH (MARKETING). You examine these books but find they are not exactly what you had in mind. You then look up the term MOTIVATION RESEARCH (MARKETING) in LCSH. Listed beneath the heading (see below) are several related headings. Perhaps the subject heading ADVERTISING-PSYCHOLOGICAL ASPECTS better captures the concept you are researching. You can then go back to the catalog and look up this heading; several books are listed.

Motivation in sports
See Sports—Psychological aspects
Motivation research (Marketing)
xx Advertising—Psychological aspects
Marketing research
Motivation (Psychology)
Research
Motive (Islamic law)

Terms preceded by xx may be used as card catalog subject headings. Terms preceded by a single x are not used.

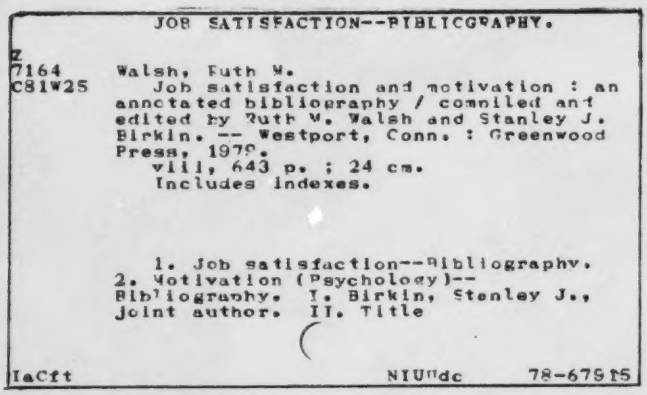
The second explanation mentioned at the beginning of this section was that the Library does not have many books dealing in a substantial way with the topic you are researching. Don't assume the Library has no material on a topic just because you find no books listed in the card catalog under a particular subject heading. A given topic may be too new or specific to have been afforded a book-length treatment. You may need to look under a broader subject heading, identified with the help of LCSH; perhaps a chapter of a book listed under a broader heading will be useful. Alternatively, you should consider looking up the subject in an index to periodical literature or an index to government publications. If an entire book hasn't been written on a topic, perhaps an article has been published recently on the subject.

Important Subject Heading Subdivisions

This section and the next one on filing rules are meant to introduce you to a few basics of card catalog organization and arrangement. The card catalog is a relatively complicated tool; the more you know about its organization, the less the likelihood of your missing things which are entered there.

There are four basic types of subdivisions: publication form, topic, time period, and geographical. Two examples of the first type follow.

Suppose you are doing research on a particular subject and want to know if the library collection includes an already compiled list of books and articles on that topic (that is, a bibliography). To determine this, look up the subject heading in the card catalog to see if there is a bibliography subdivision. Here's an example (see left, below):

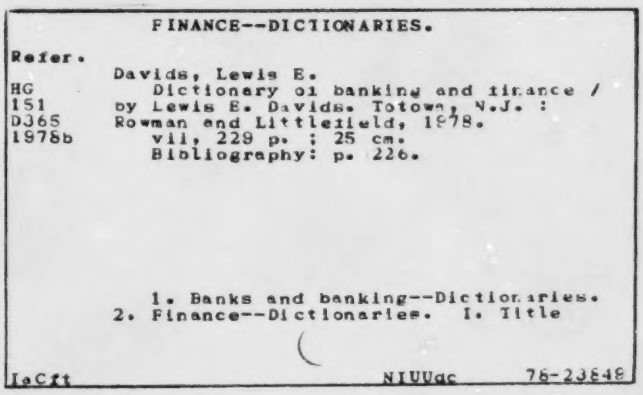


JOB SATISFACTION--BIBLIOGRAPHY.

Z
7164 Walsh, Ruth M.
C81W25 Job satisfaction and motivation : an annotated bibliography / compiled and edited by Ruth M. Walsh and Stanley J. Birkin. -- Westport, Conn. : Greenwood Press, 1979.
viii, 643 p. ; 24 cm.
Includes indexes.

1. Job satisfaction--Bibliography. 2. Motivation (Psychology)--Bibliography. I. Birkin, Stanley J., joint author. II. Title

IaCft NIUUdc 78-67915



FINANCE--DICTIONARIES.

Refer.
HG Davids, Lewis E.
151 Dictionary of banking and finance / by Lewis E. Davids. Totowa, N.J. :
D365 Rowman and Littlefield, 1978.
1978b vii, 229 p. ; 25 cm.
Bibliography: p. 226.

1. Banks and banking--Dictionaries. 2. Finance--Dictionaries. I. Title

IaCft NIUUdc 78-23848

Also, suppose you are starting to do research in a particular area that is unfamiliar to you. You may find special subject dictionaries or encyclopedias which include introductions to the particular topic or definitions of terms which are new to you. Here's another example (see right, above):

A Few Important Filing Rules

1. Initialisms and acronymns, such as ACT and CPA, are filed before words beginning with the same initial letter. Example: A book whose title is FORTRAN is filed before a book whose title is Fabric of the Universe.

2. Catalog cards are arranged alphabetically beginning with the first word on the top line of the card. The articles "a," "an," and "the" are disregarded when the first word of a heading.

3. Filing is word-by-word rather than letter-by-letter; thus, the entry for Journal of Applied Psychology comes before the entry for Journalism Educator. The space after the letter "l" in Journal might be considered a "letter" which comes before the "i" in Journalism in the alphabetical sequence.

4. Surnames are filed before other entries that begin with the same word. Thus, Job, Thomas is filed before the card for a book with the title, The Job.

5. When title and subject entries are identical, subject cards are filed first. Therefore, subject cards with the heading MONEY are filed before entries for books with the title Money.

Locating the Book Itself After Finding Its Card Catalog Entry

The call number given in the upper left hand corner of a catalog card is used to locate the book in the Library. A high percentage of the Library's books are in the General Collection; the book by Britt mentioned earlier is a General Collection item. General Collection books whose call numbers begin with A-R are shelved on the upper level of the Library; General Collection books whose call numbers begin with S-Z are shelved on the lower level, northeast section.

If a book is not in the General Collection, a special location is indicated above the call number on the catalog card, or a plastic sleeve indicating the location is placed over the catalog card. Examples of locations other than the General Collection are the Reference Collection, the Career Collection, and the Browsing Room.

Books are arranged on the shelves alphabetically by the classification letter(s) on the first line of the call number, then numerically by the digits on the second line. Books whose first two lines are the same are arranged by the third line, which includes a decimal number. Thus, a book with the call number T is filed before a book with the call number T , because .76 is a smaller
56 56
S76 S9
number than a .9 (decimal points are omitted from the call number).

You will save time in the long run if you copy down the entire call number before you leave the card catalog to look for the book.

What If the Book You Want Is Not on the Shelf?

After you determine the Library has the book you want but it is not where it should be on the shelf, ask for assistance at the Circulation Desk:

1. RECALL — If it is found that an item is checked out to another person, it will be recalled immediately if overdue. You will be notified when the book is returned, and it will be held for you at the Circulation Desk.

2. HOLD — If the book is checked out but not overdue, you can ask that it be held for you when it is returned. If you ask to have a book held, you will be notified when it has been returned and it will be held for you at the Circulation Desk for four days.

3. SEARCH — If a book is not checked out and not on the shelf, you can ask that the library staff conduct a search for the book, and you will be notified as to the result of the search.

1. Why isn't the U.S. Small Business Administration publication, Small Business and the Energy Challenge, listed in the card catalog?

   Answer:

2. How would you check to see if the library collection includes the title cited in question #1?

   Answer:

Questions 3-7 relate to the following catalog card:

SMALL GROUPS.

HM
133
B84

Burgoon, Michael.
Small group communication: a functional approach [by] Michael Burgoon, Judee K. Heston [and] James McCroskey. New York, Holt, Rinehart and Winston [1974]
v, 217 p. : illus. ; 24 cm.
Bibliography: p. 189-214.

1. Small groups. 2. Communication--Social aspects. 3. Communication--Psychological aspects. I. Heston, Judee K. joint author. II. McCroskey, James C., joint author. III. Title

IaCft NIUUdc 74-686

3. What is the call number for this book?

   Answer:

4. What is the date of publication?

   Answer:

5. Who published the book?

   Answer:

6. Does this book include a bibliography?

   Answer:

7. What subject headings were assigned to this book?

   Answer:

8. Suppose you look up a particular subject heading in the card catalog and find no books listed. Does this mean the Library has no material on the subject? Why or why not?

   Answer:

9. Suppose you are doing a paper on the concept of "job design." You look up "job design" in the card catalog and find only a few books listed. Consulting the Library of Congress Subject Headings (LCSH) you find that the cataloging system does not use "job design" to categorize books on this topic. What term is used?

   Answer:

10. Suppose you are doing a paper on the concept of "job enrichment." You find a few books listed in the card catalog under this subject heading, but would like to examine additional books on the same general topic. Consulting the Library of Congress Subject Headings (LCSH), you see several related headings listed under JOB ENRICHMENT. Name the heading at the bottom of this list under JOB ENRICHMENT.

    Answer:

11. Suppose you are reading an article in Time on capitalism and reference is made to Keynesian economics. If you were unfamiliar with Keynesian economics, you might want to look up the subject in an economics encyclopedia or dictionary. How would you check to see if the Library has such a publication?

    Answer:

12. Are the catalog cards for books dealing with the subject CAPITAL MARKET filed before those for books on the subject CAPITALISM? Why or why not?

    Answer:

13. What is the call number for the book titled BASIC Programming with Quantitative Methods in Business?

    Answer:

14. The following books are shelved in which sections of the Library?

a) Reference
Z
7164 Personality Research in Marketing
M18P46

b) HA
29 Quantitative Methods for Business Decisions
L2662

c) T
56 Systems Management of Operations
S76

Answers:

15. Why is the book with the call number HF 5415 H77 shelved after the book with the call number HF 5415 H755?

Answer:

16. Suppose you find a card in the catalog for a book you think will be very helpful in your work on a project. You go to the shelf and the book is not there. Do you merely curse or is there something else you might try?

Answer:

Objectives:

1. After reading Part Two, the student will explain the function of indexes and abstracts. The student also will explain the difference between indexes and abstracts.

2. Given a sample citation from an index such as Business Periodicals Index, the student will identify the citation's various elements.

3. After identifying a promising article with the help of an index or abstract, the student will explain how to determine whether the library collection includes the journal which published the article.

4. Given a sample entry from List of Serials, the student will identify and explain key elements of information in the entry.

5. After determining the Library has a certain journal, the student will state where the journal is located in the Library.

6. After determining the library collection does include a particular journal and discovering the needed journal issue is not at its designated location, the student will state which library services should be utilized in an effort to locate the issue.

One way to locate articles on a particular topic is simply to browse through issues of particular periodicals. This is fine if your topic is not very precise or you do not need to be comprehensive. However, if you do need to be fairly comprehensive or you are researching a very specific topic, you will save time by using an index or abstract.

What Is an Index or Abstract?

Indexes and abstracts list article citations and in some cases book citations on particular subjects. Citations typically include information such as the article author, title, journal running the article, page numbers, and so on. Book citations usually include the publisher and place and date of publication. Abstracts, unlike indexes, typically include brief summaries of the publication. You may be able to tell from the abstract if tracking down the full article is worth your time. Some indexes and abstracts also include author and title approaches.

One important business index is Business Periodicals Index (BPI). When you examine it you will notice it looks like Readers' Guide to Periodical Literature. They are published by the same firm, and this firm uses the same basic layout for all of its indexes. Indexes other than BPI may be useful in doing research on particular topics; examples of other indexes and abstracts are listed in Part Three, Section Four, and in Part Four. Most of these indexes and abstracts include an introductory page explaining how to use them.

Sections Four and Five of Part Three include suggestions on how to use indexes and abstracts, and descriptions of different types of periodicals.

How to Locate Periodical Articles in the Library

Locating a journal article can be a frustrating experience. The volume you want may be checked out, in use elsewhere in the Library, at the bindery, actually not in the collection, or in temporary locations. The following paragraphs lay out the steps you should follow when looking for periodicals in order to save time and reduce the chance of not locating articles which are actually in the Library.

Step 1:

Suppose you have located several article citations in BPI under a subject heading such as Personal Computers.

* Example of how to read entries in BPI:

  Home computers. See Personal computers

  Personal computers
  Advertising
  Radio Shack runs ads for home computers. il T. Maier. Ed & Pub 111:46 O 28 '78

Explanation of the above: If you are interested in microcomputers for home use, you might look up the heading "Home computers," in BPI. If you do, you are referred from "Home computers," a heading not used in BPI, to "Personal computers," a heading which is used in BPI to categorize articles on this topic.

Under the main heading "Personal computers" is the subheading "Advertising". Many main headings are subdivided in this way so that users interested in a particular aspect of a topic, in this case advertising of personal computers, can more quickly find articles dealing with that particular aspect.

T. Maier is the author of the article with the title "Radio Shack runs ads for home computers." The article appeared in the journal Editor & Publisher, volume 111, on page 46 of the October 28, 1978, issue. The "il" means the article is illustrated. The volume number is often printed on the outside of volumes in the Bound Periodicals area of the Library. The journal abbreviations (Ed & Pub) and other abbreviations are spelled out at the front of most issues of BPI.

For articles that appear to be on target you should:

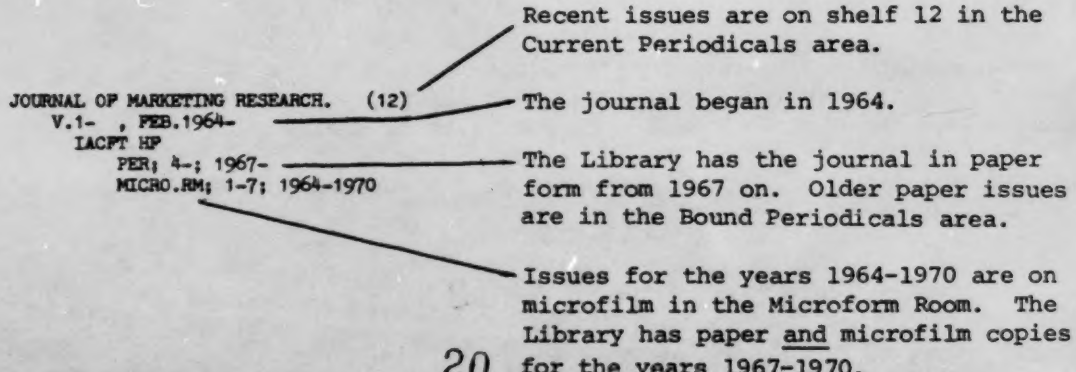
* jot down the full periodical title (again, BPI and most other indexes spell out abbreviations at the front of the volume).

* also note the volume number, issue number if available, page numbers and date.

Step 2:

You have made a list of article citations. The next step is to determine if the Library subscribes to the periodicals on your list, because the library collection does not include all journals covered by indexes such as BPI. You can do this by checking the List of Serials (two copies on the dictionary stand in Indexes and Abstracts area, two copies at the Reference Desk) or the Rotary File (Current Periodicals area). The introduction of the List of Serials includes a page explaining a sample entry. By the way, Editor & Publisher (from the example above) is in the List of Serials.

Examples of how to read the List of Serials:


JOURNAL OF MARKETING RESEARCH. (12)
V.1- , FEB.1964-
IACPT HP
PER; 4-; 1967-
MICRO.RM; 1-7; 1964-1970
Recent issues are on shelf 12 in the Current Periodicals area.
The journal began in 1964.
The Library has the journal in paper form from 1967 on. Older paper issues are in the Bound Periodicals area.
Issues for the years 1964-1970 are on microfilm in the Microform Room. The Library has paper and microfilm copies for the years 1967-1970.

NEW YORK REVIEW OF BOOKS.
V.1- , 1963-
IACFT Z
PER DESK; CURRENT UNBOUND ISSUES

Recent issues are shelved at the Periodical Desk.

IOWA ACADEMY OF SCIENCE. PROCEEDINGS.
V.1- , 1887-
IACFT Q11 .I5
GEN; 1-; 1887-

Some types of serial publications such as proceedings, transactions, and yearbooks are assigned classification numbers and shelved in the book collections. The example at the left is shelved in the general book collection at Q11.I5.

Step 3:

After determining the Library does subscribe to a journal, the next step is to locate the journal itself. Most periodicals are shelved in Current Periodicals and Bound Periodicals:

* Recent issues of most periodicals are arranged by subject in the Current Periodicals area, main level, northwest section. The List of Serials and the rotary file will indicate a Current Periodicals shelf number in parentheses. However, certain heavily used periodicals must be requested at the Periodicals Desk in the Current Periodicals area.

* Older issues generally are located in Bound Periodicals, bottom level, west side arranged alphabetically by title. In some cases older issues are available only in microform; the List of Serials or the rotary file will tell you if this is the case.

* Is it in Current Periodicals or Bound Periodicals? If the article is less than a year old, you might look first in Current Periodicals. However, the timing for transfer of issues of a particular periodical from Current to Bound varies with the periodical's size and frequency of publication.

Older issues of some journals are retained on microfilm or microfiche. Periodicals on microfilm are located in the Microform Room, lower level across from the Reserve Desk, and are arranged by an "AP" classification schedule. These AP classification numbers are listed where applicable on the Rotary File and in copies of the List of Serials kept at the Reference Desk and the Indexes and Abstracts area dictionary stand. A few periodicals are on microfiche; these are located at the Reserve Desk.

Step 4:

You have determined the Library does subscribe to the journal you want, but you cannot find the particular issue you need in Current Periodicals, Bound Periodicals, or the Microform Room. Your next steps are:

* Ask the Circulation Desk personnel if the journal you want is checked out, at the bindery, etc.

* If the periodical is checked out, you may fill out a hold card, and you will be notified when the volume is returned to the Library.

* The circulation record for the title may indicate a temporary special location for the periodical; such periodicals are usually available for use.

* The circulation record may show that the periodical is at the bindery and is unavailable for four weeks or longer.

* If the Circulation Department has no information on the periodical, you may fill out a search form. The library staff will conduct a systematic search for the periodical; you will be notified when it is found.

1. What types of publications do indexes and abstracts typically cite? What is the basic difference between an index and an abstract?

   Answer:

Questions 2-7 refer to the following citation from Business Periodicals Index:

> INVENTORY control
> Inventory management: the trouble with stock turns. A. Silver. il tab Ind Distr 69:177-9 My '79

2. What is the title of the article?

   Answer:

3. What is the full name of the journal which ran this article?

   Answer:

4. What is the author's name?

   Answer:

5. What do il and tab mean?

   Answer:

6. Which is the journal volume number(s) and which is the page number(s)?

   Answer:

7. Does the library collection include the journal, Industrial Distribution? For which years?

   Answer:

Questions 8-10 refer to the List of Serials entry for California Management Review:

8. When did this journal begin publication?

   Answer:

9. Where are recent issues of this journal shelved?

   Answer: (Include shelf number.)

10. Which years of this journal are shelved in Bound Periodicals? Which years are in the Microform Room?

    Answer:

11. According to List of Serials, where are recent issues of Business Week shelved?

    Answer:

12. According to List of Serials, the latest year of the annual publication, Moody's Industrial Manual is shelved in the Reference Collection at HG 4961 M67. Does the Library have older editions of this Manual? If yes, where are they shelved?

    Answer:

13. After you have determined the library collection includes a certain periodical and discovered the volume you want is not where it should be, what is your next step?

    Answer:

PART THREE--LOCATING INFORMATION ON BUSINESS TOPICS: GENERAL BUSINESS SOURCES 18

Objectives:

1. Given a business topic, the student will use a guide to business literature to identify a publication which includes a specified type of information on the topic. (Section 1)

2. Given a business or economics concept, the student will locate a brief explanation of the concept in a subject encyclopedia or dictionary and identify sources of additional information. (Sec. 2)

3. Given a topic in a field such as finance, marketing, accounting, or production, the student will consult a handbook for discussion of generally accepted practices and procedures related to the topic. (Sec. 3)

4. Given a topic, the student will locate specified references to articles and government publications with the help of indexes such as Predicasts, Business Periodicals Index, and Monthly Catalog of U.S. Government Publications. (Sec. 4)

5. Given a problem requiring recent information on a business topic, the student will explain what type of periodical (general interest, popular/professional, scholarly, or trade) is most appropriate for the problem. (Sec. 5)

6. Given a problem requiring very recent economic data, the student will consult an appropriate source to locate specified data. (Sec. 6)

7. Given a project involving use of industry information sources arranged by Standard Industrial Classification number, the student will consult an appropriate source to determine the SIC number for the industry being researched. (Sec. 7)

8. Given a project requiring five, ten, or more years of annual, quarterly, or monthly economic data, the student will consult an appropriate source to locate specified information.

9. Given a topic, the student will use American Statistics Index to identify a publication which includes statistics on the topic.

10. Given a project requiring a total sales in a given geographic area for a given industry (such as restaurants, hardware stores, or florists), the student will consult an appropriate source (such as a business census) to locate specified information. (Sec. 8)

11. Given a project requiring financial and operating ratios for a given industry, the student will consult an appropriate source to locate specified information.

12. Given a project requiring ten to fifteen years of annual statistical data of various types on a given industry, the student will consult an appropriate source to locate specified information.

13. Given a project requiring advertising expenditures and other expenses as a percent of sales for a given type of business, the student will consult an appropriate source to locate specified information.

14. Given a project requiring an overview of marketing, financial, and economic conditions in a given industry, the student will consult an appropriate source (such as Standard & Poor's Industry Surveys) to locate specified information.

15. Given a project requiring detailed industry information such as that contained in trade association reports, the student will check the card catalog to see if the Library has a trade report of a given industry.

16. Given a project requiring an overview of a given industry and discussion of prospects for the industry, the student will consult an appropriate source (such as U.S. Industrial Outlook) to locate specified information.

17. Given a project requiring financial information on the major companies in a given industry and on the industry as a whole, the student will consult an appropriate source (such as Value Line) to locate specified information.

18. Given a project requiring detailed demographic information (age, sex, population, income, occupation, etc.), the student will consult an appropriate source (such as Census of Population) to locate specified information. (Sec. 9)

19. Given a project requiring the number of business establishments in a certain type of business in a given county, the student will consult an appropriate source (such as County Business Patterns) to locate specified information.

20. Given a project requiring information on buyers of particular products, the student will consult an appropriate source (such as "Guide to Product Usage" or Marketing Studies) to locate specified information.

21. Given a project requiring figures on average income, income groups, population age groups, and type-of-store sales for a given city, county, or standard metropolitan statistical area, the student will consult an appropriate source (such as Survey of Buying Power) to locate specified information.

22. Given a project requiring detailed financial, historical, or other information on a firm, the student will consult an appropriate source (such as Moody's Manuals, Value Line, or Standard & Poor's Stock Market Encyclopedia) to locate specified information. (Sec. 10)

23. Given a project requiring detailed information on a firm, the student will check the Corporation Annual Reports File to see if reports are available on a specified firm.

24. If unable to find information on a particular firm in major corporation reference sources, the student will state possible explanations and additional sources which might be tried.

I. Guides to Business Literature

These guides, which list and in some cases explain use of important reference books and journals, should be consulted when beginning research on industries, products, companies, or other business topics. Some of the guides below are arranged by broad subjects such as "market research" and "financial management," while others are arranged by more specific headings such as "jewelry business," "franchises," and "men's clothing industry."

After finding what looks to be a helpful publication listed in one of these guides, check appropriate records to determine if the UNI Library collection includes the item and, if yes, its location in the Library. Usually, this involves looking up the title of the publication in the card catalog. However, if the guide entry for the publication indicates the item is produced by an agency of the U.S. government, you usually need to check special indexes and catalogs in the Documents and Maps area. Use of one such index, Monthly Catalog of U.S. Government Publications, is explained in Part Three, Section Four. If the guide entry for the publication of interest indicates the item is a journal-type publication which comes out on a regular basis such as quarterly or monthly, check the List of Serials to determine if the publication is available in the UNI Library. Use of the List of Serials is explained in PART TWO.

Some of the sources below list "data bases," which are computerized files of information. There are two major types of data bases: bibliographic and numeric (or source or reference). Bibliographic data bases such as Management Contents are consulted to compile a list of article citations on a particular topic. After searching such a data base the next step is to track down the cited publications. Numeric or source data bases actually include the sought information; you need not consult another source. Example: Disclosure, which presents financial information on all publicly-held firms. Searching data bases on-line is a fast and thorough way to accumulate information that is up-to-date. More than 20 business-related data bases are available through the Library Reader Service Department. Librarians perform the search on a Reader Service Department terminal after consultation with the user. There is a fee for this service based on the amount of computer time used and the number of results obtained. Ask for details at the Reference Desk.

A. Business Information Sources Reference Z 7164 C81D16

B. Directory of Industry Data Sources Reference Z 7914 M3D5 1981

This is an excellent source which lists documents and services covering one or more of some sixty industries, such as apparel, beverages, computers, iron and steel, and retail trade. Each industry section cites and describes relevant statistical reports and studies, forecasts, special issues of industry and trade journals, data bases, and more.

C. Encyclopedia of Business Information Sources Reference HF 5353 E52 1980

A detailed list of sources to consult for information on a business topic. If you look up "Beverage Industry," for example, you find a list of handbooks, bibliographies, periodicals, directories, financial ratio sources, and price sources, all having to do with this particular industry.

After finding a source that looks helpful, check the card catalog, List of Serials, or other library record to see if the library collection includes the particular book or journal.

D. Where to Find Business Information Reference HF 5353 B715

First look up the subject you are researching in the "Source Finder," which lists sources and entry numbers. Then look up the entry number in the "Sources of Business Information" section, where you will find a short description of the source. Again, you will need to check the card catalog, List of Serials, or other library record to see if the library collection includes the particular book or journal.

II. Business Encyclopedias and Dictionaries

The titles below are examples of subject dictionaries and encyclopedias which explain terms and concepts used in the various academic fields of business. They are useful because general dictionaries and encyclopedias do not typically include entries on specialized meanings or jargon used in subject disciplines. Suppose, for example, you are reading an article in Business Week and come across the term "learning curve." If you are unfamiliar with this term, you can look it up in one of the sources below or a similar source, and find a brief discussion of the topic. Subject encyclopedias can also be used as the starting point for more extensive research you intend to do on a given topic. Some subject encyclopedias, such as the second one below, list books and journals you might consult for additional information on a topic.

The two titles below cover the broad field of management. More specialized subject dictionaries and encyclopedias are available for areas such as marketing, finance, accounting, and personnel. Several examples are listed in Part Four.

A. Encyclopedia of Management Reference HD 19 H4 1973

A comprehensive encyclopedic dictionary with one-half to ten page entries on topics such as group dynamics, return on capital, quality control, and operations research in marketing. Note index at back of volume.

B. Reference Guide to Advanced Management Methods Reference HD 31 H653

Explains sixty-one important methods, concepts, and techniques such as marketing mix, performance standards, return on investment, and make-or-buy decisions. Note references at end of each entry.

III. Business Handbooks

Handbooks provide brief, factual discussions of generally accepted principles and practices in areas such as finance, accounting, marketing,

production, and personnel. They are an excellent place to look for a concise introduction to a procedure, technique, or concept used in a particular functional area. Business handbooks typically are well-indexed and include plenty of charts, tables, and examples to help clarify explanations. They differ from subject encyclopedias and dictionaries in that they usually are more detailed and include "how to" information. You might consult a handbook when beginning research on a particular subject for a term paper, or, for another example, when you are writing a case and need a quick overview of a concept mentioned in the case.

Examples of handbooks in the various functional areas are listed in Part Four.

IV. Business Indexes and Abstracts

Indexes and abstracts are useful because they list in a systematic way citations to journal articles and in some cases other types of publications on particular subjects. Indexes and abstracts usually are arranged by subject, sometimes also by author and title.

Some indexes, such as Readers' Guide to Periodical Literature, list articles from general interest magazines. The indexes and abstracts in this section, on the other hand, are strong in their coverage of business-related journals. You can use the indexes and abstracts in this section, and more specialized indexes and abstracts listed in Part Four, to find articles on companies, industries, business practices, and other topics.

When looking in an index for article citations on a particular subject, you may need to look under several subject headings to find the one used by the system to categorize material on the topic; the term you use to categorize material on a topic may not be the term the index uses. Part One on the card catalog recommends consulting the Library of Congress Subject Headings to find the subject heading used by the cataloging system to categorize materials on a given subject; there is no analogous aid for most indexes and abstracts. Use your imagination.

A few of the indexes and abstracts below and others not cited here are available in a computerized format. A reference librarian will search an appropriate data base using a Reader Service Department terminal after discussion of your topic. Such a search is particularly appropriate when you need to conduct comprehensive research.

Different types of periodicals are described in Section Five.

Elements of a sample Business Periodicals Index citation and the process of locating a journal article in the UNI Library are spelled out in Part Two.

A. Bibliographic Index Index Tables 23

This is a "subject list of bibliographies published separately or appearing as parts of books, pamphlets, and periodicals." Consider consulting this

as you begin research to find an already compiled list of materials on your topic.

B. Business Periodicals Index Index Tables

C. Monthly Catalog of United States Government Publications Documents & Maps Area Index Table. Also available on-line.

Notice there are several volumes for each year; these include subject, author and title indexes, and main entry volumes. To find publications on a certain topic, look up the topic in a subject index volume, where titles and entry numbers are listed under the subject headings. Here's an example from the 1978 subject index:

"Stores, Retail" is the subject heading. "Simple breakeven analysis for small stores" is the title of the second publication. 78-26530 is the entry number.

Stores, Retail.
Energy audit workbook for retail stores., 78-25433
Simple breakeven analysis for small stores /, 78-26530

The next step is to look up the entry number in the appropriate main entry volume (range of entry numbers indicated on the outside of the volumes). Of course, the 1978 index volumes correspond to the 1978 main entry volumes. Looking up entry number 78-26530, you find the following:

78-26530
SBA 1.14:166
Hammel, Fred C
Simple breakeven analysis for small stores / by Fred C. Hammel. — [Washington] : Small Business Administration, 1978.
20416
8 p. ; 26 cm. — (Small marketers aids ; SMA 166)
Includes bibliographical references.
●Item 901-J
pbk.
1. Stores, Retail. 2. Business mathematics. I. United States. Small Business Administration. II. Title.

SBA 1.14:166 is the Superintendant of Documents call number. The next step is to look up this call number in the Documents shelflist (small card catalog just inside front door of Documents & Maps room). If the publication is in the Library it should be listed in this catalog. (It is listed, by the way.) Most of the Library's U.S. government publications are shelved by Supt. of Documents number in the Documents & Maps area.

Recent copies of Monthly Catalog include the subject index and main entries in a single monthly issue.

D. Predicasts F & S Index (formerly F & S Index) Index Tables. Available on-line.

Note this index has two sections: company name and industry. The industry section is arranged by SIC numbers, which are indexed at the front of each volume. Abbreviations of journals and newspapers also are spelled out at the front of each volume. Note that some topics in the industry section are subdivided by headings such as "Market Information" and "Management Procedures."

Example: Suppose you are researching stereo components. First, look up stereo components in the SIC Alpha Guide at the front of a Predicasts volume. The SIC number is 365 1500. Then look up this SIC number in the Industries and Products section.

From SIC Alpha Guide: (Predicasts F & S Index U.S., copyright 1979)

Steel Wire Rope 331 5230
Steel Works Coke 331 2110
Steering Devices, Auto 371 4164
Steers 021 2600
Stenographic Services 733 0000
Stepper Motors 362 1770
Stereo Components 365 1500
Stereo Systems, Auto 365 1340
Stereoregulated Rubbers 282 2600
Stereos Console 365 1401

Entries under 36515 in Industries & Products section (ignore the final zeroes).

36515 Audio Components

Management Procedures

Toshiba America—Also mfrs home stereo sets at Tennessee plant — Jpn Econ J 2/6/79 p9
Marketing strategy for audio components by leading Japanese companies in the US Market — •Ec World 8/79 p24
US Pioneer Electronics—Seeks dept store distribution for new line of stereo components — Sales Mgmt 11/78 p29
Audio component mfrs seek department stores as new sales outlet — HFD 6/11/79 p58
Venture Development reports on buying practices of audio component purchasers — NR 8/1/79 p1

Products & Processes

Superscope—To phase-out Imperial line of audio equip in 1979 — •WSJ (Spr) 4/2/79 p30
Sony Corp America—Signs tie-up deal with Philips Lamp for audio & video equipment dvlp — Jpn Econ J 10/16/79 p7

Resources & Resource Use

Sony Corp America—To begin ad campaign for audio products — Ad Age 9/3/79 p27

Market Information

Factory sales of branded hi-fi components to total $1.4bil in 1983 vs $975mil in 1978 — Jrl Elec I 1/79 p63
Audio components sales data, 1979 — March Mo 5/79 p26

The bottom article on audio component sales is on page 26 of the May, 1979, issue of Merchandising (journal abbreviations spelled out at front of index volume). The next step is to check the List of Serials to see the library collection includes this journal.

E. Psychological Abstracts Abstracts Shelves. Available on-line.

Recent paper issues include article summaries and a subject index. Look up your topic at the back of the issue in the subject index section, then look up the entry number in the front part of the issue where articles are summarized. Note that entry numbers are not the same as page numbers. Older bound issues of the abstracts can be searched using separate cumulated subject indexes. Cumulative Subject Index to Psychological Abstracts covers the years 1978 to 1980. Six month cumulative subject indexes are available for other recent years.

F. Social Sciences Citation Index Index Tables. Available on-line.

SSCI for each year includes a source (author) index, a permuterm subject index, and a citation index. The permuterm index is an alphabetically arranged list of key words appearing in article titles. So, for example, you can use this index to find if articles in journals covered by SSCI have titles which include the words "leasing" and "leveraged."

31 The third index, the citation index, is used to compile a list of authors who have cited in their bibliography a key paper written sometime in the past. It is based on the assumption that there is a subject link between a paper and the sources in its bibliography. For example, suppose you have in your hands a 1972 journal article which is a literature review on the topic of risk taking and consumer behavior. You are interested in finding related articles written since 1972.

To determine which authors have cited this 1972 article during, say, 1978, look up the author of the 1972 article in the 1978 citation index. Articles citing the 1972 article are listed. To get the titles of these 1978 articles, look up the 1978 authors in the 1978 source (author) index, where article title, journal name and volume are listed.

This process is explained in more detail inside the front covers of the various SSCI indexes.

G. Wall Street Journal Index Index Tables

Note that each issue of this index has two sections: corporate news and general news. Article entries include the title and citation, such as 1/29-23;2. This citation indicates the article is in the January 29 issue, page 23, column 2 of the particular year.

The most recent issue of the Journal itself is kept at the Periodicals Desk. Older issues are shelved in the Newspaper Room until microfilm copies arrive.

V. Periodicals

The UNI Library subscribes to some 2700 periodicals of many types in many subject areas. As explained in Part Two, recent issues of periodicals are shelved in the Current Periodicals area (a few must be checked out at the Periodicals Desk). Recent issues of most of the Library's business-related periodicals are on shelf 12-Business or shelf 18-Economics, but journals of use for a particular project could be shelved in one of several other sections. For example, recent issues of Journal of Applied Psychology are on shelf 39--Psychology and Business Japan is on shelf 4--Area Studies/Asia.

Periodicals can be consulted for more up-to-date information than is usually found in books. Also, searching periodical literature may be required when your research topic is too new or narrow to have been afforded book-length treatment. The introduction to Part Two points out two approaches to seeking information in periodicals: browsing through recent issues, and looking up the topic of interest in indexes to periodical literature. Whatever your approach, it will be helpful to keep in mind distinctions between the following types of general and business periodicals.

General Interest Periodicals

General interest publications such as Time, Newsweek, and U.S. News & World Report often run articles on economics and business. They cover business from a general perspective and as such might provide helpful background material on a few topics as you begin research; many periodicals of this type are indexed in Readers Guide to Periodical Literature. Periodicals from the three categories which follow are usually more appropriate for business papers and cases.

Popular and Professional Business Periodicals

Periodicals of this type run general articles on many areas of business; they are typically designed to help the manager keep up-to-date on companies, industries, and management topics. Business Week, for example, regularly runs one to two page articles on corporate strategies, finance, international business, and industries such as information processing. Articles in these periodicals are usually more technical than those found in general interest periodicals. Examples of other such periodicals are Dun's Review, Forbes, Fortune, and the Economist. Many periodicals of this type are indexed in Business Periodicals Index.

Scholarly Business Journals

Scholarly business journals generally report the results of research work carried out by experts in the subject field. Articles published by such journals generally have gone through a process of evaluation by the particular journal's editorial board or team of "referees" to determine suitability for publication. Articles in such journals often but not always include sections which present the problem, describe the method used in the study, summarize the results, and discuss the findings. Examples of scholarly journals are Academy of Management Journal, Journal of Finance, Journal of Marketing Research, and Journal of Accounting Research. These and related journals are indexed by Business Periodicals Index and other more specialized indexes and abstracts.

Business Trade Journals

Trade journals typically cover a particular industry and, unlike scholarly journals, emphasize the practical instead of the theoretical. Many trade journals run, in addition to news articles, statistical reviews of the industry they cover; such reviews can be located by consulting indexes such as Predicasts and Business Periodicals Index, or the reference book Guide to Special Issues and Indexes of Periodicals (Reference Z 6951 S755 1975). Examples of trade journals are Advertising Age, Iron Age, Progressive Grocer, and Oil & Gas Journal.

VI. Business and Economic Trends and Conditions

Newspapers such as the Wall Street Journal, New York Times, and Des Moines Register include current information on national and local business and finance topics. The journals listed below provide more specialized and detailed current information on topics such as consumer prices, employment, housing starts, and inventories. Recent issues of all are shelved in the Current Periodicals area.

A. Business Conditions Digest (shelf 12)
B. CPI Detailed Report (shelf 18)
C. Economic Indicators (shelf 18)
D. Federal Reserve Bulletin (shelf 18)
E. Monthly Labor Review (shelf 18)
F. Survey of Current Business (shelf 12)
Index to the statistics pages is inside back cover.

VII. Comprehensive Statistics Sources and Statistics Finding Aids

The books in this section are general, comprehensive collections of statistical information or guides to assist you in finding such information. You can use these books to locate general statistical data on geographic areas, prices, production, sales, employment, industries, and other topics. Detailed information on these and other subjects can be found with the help of American Statistics Index, described below. If you need quite detailed figures on a particular industry, first try the industry information sources described in Part Three, Section Eight, though. If you need very current economic data, consult a source such as Survey of Current Business, described in Part Three, Section Six.

The SIC Manual outlines a scheme used to classify U.S. business establishments. Many business reference sources present information arranged by SIC classification number; the SIC Manual is often used in conjunction with these sources.

You would not consult sources in this section for figures on a particular company. Instead use those in Part Three, Section Ten.

A. American Statistics Index Documents & Maps Index Table

This is an index to statistics reported in U.S. government publications. Notice there are two volumes for each year: an index volume and an abstract volume. The index volume lists publications by subject and, at the end of the volume, by categories such as geographic areas, industries, and demographics such as age. To use this source, first look up your topic in the index volume for a particular year. There you find the publication title and an accession number such as 9198-3. The second step is to look up this number in the abstract volume for the same year. The abstract includes a brief description of data in the particular publication and a Superintendant of Documents call number such as EP 4.9:22/2/. The third step is to look up this call number in the Documents shelf list (small card catalog just inside front door of Documents & Maps area) to see if the Library has the particular publication.

B. Business Statistics: the Business Supplement to Survey of Current Business Reference HC 101 A1313 Every two years

This is an important source because it lists annual, monthly, or quarterly data going back twenty years or longer for items such as consumer prices, stock yields, gasoline prices, and automobile production. Note the detailed subject index at back of volume. Also note explanatory pages in the blue center pages.

Example from Business Statistics: (rest of page, not shown here, includes figures for 1950-77)

BUSINESS STATISTICS, 1977 EDITION

FINANCE--SECURITY MARKETS--Con.

YEAR AND MONTH	STOCKS															
	Prices					Yields						Sales (SEC and NYSE)				Shares listed on N.Y. Stock Exchange, end of period	
	New York Stock Exchange common stock indexes [1]					Standard & Poor's Corporation [2]						Total on all registered exchanges [3]		On New York Stock Exchange [3]			
	Composite	Industrial	Transportation	Utility	Finance	Composite (500 stocks)	Industrials (400 stocks)	Utilities (40 stocks)	Transportation (20 stocks)	Financial (40 stocks)	Preferred stocks, high-grade (10 stocks)	Market value	Shares sold	Market value	Shares sold	Market value, all listed shares	Number of shares listed
	12/31/65 = 50					Percent						Mil. of dollars	Millions	Mil. of dollars	Millions	Bil. of dollars	Millions
1947	.....	.....	.....	.....	.....	4.83	4.90	4.33	.....	.....	3.79	11,528	474	9,706	337	68.31	1,907
1948	.....	.....	.....	.....	.....	5.54	5.47	5.34	.....	.....	4.15	12,883	541	10,923	393	67.05	2,018
1949	.....	.....	.....	.....	.....	6.59	6.63	5.62	.....	.....	3.97	10,714	478	8,998	353	78.29	2,166

C. A Guide to Trade and Securities Statistics Reference HA 37 U55B36

This source is a detailed subject index of thirty important publications which report statistics on securities and commerce. The UNI Library has most of these thirty publications. To use this, look up the topic of interest in the main body of the book; the title of the publication with data on the topic is listed in capital letters after the topic. Suppose, for example, you are studying consumer electronics. Looking up consumer electronics in the main body of the book, Standard and Poors Industry Surveys is listed in capital letters; you could consult this source for an analysis of this industry. The last step is to locate Industry Surveys in the Library and read the section on consumer electronics. If you do not know if the library collection includes the cited publication, look up the publication title in the card catalog. If the publication is in the library collection, it will be listed there; use the call number to locate the publication.

D. Standard Industrial Classification Manual Reference HF 1041 U613 1972 and 1977 Supplement

The Standard Industrial Classification scheme is a four digit classification of United States manufacturing and non-manufacturing establishments. It is important to know about because many government and commercial sources present information arranged by SIC number. Use the Manual to determine the SIC number for a particular industry of interest. Then use the SIC number to look up information on an industry in a source, such as the Census of Retail Trade, which is arranged by SIC number. Note the separate manufacturing and non-manufacturing indexes at the back of the volume.

Example from non-manufacturing index at back of SIC Manual:

5085 Bottlers' supplies: caps, bottles, etc.—wholesale
5085 Bottles, glass or plastic—wholesale
5093 Bottles, waste—wholesale
5149 Bottling mineral or spring water—wholesale
5182 Bottling wines and liquors—wholesale
1429 Boulder, crushed and broken—quarrying
1799 Bowling alley installation and service—contractors
7933 Bowling alleys
1611 Bridle path construction—general contractors
1477 Brimstone mining
5159 Bristles—wholesale
4832 Broadcasting stations, radio
4833 Broadcasting stations, television
0251 Broiler chickens, raising of
7399 Brokers, business (buying and selling business enterprises)
6221 Brokers, commodity contract
4723 Brokers, custom house

Example from front of SIC Manual, where scope of SIC numbers such as 7933 is explained:

318 STANDARD INDUSTRIAL CLASSIFICATION

Group No. | Industry No.

793 **BOWLING ALLEYS AND BILLIARD AND POOL ESTABLISHMENTS—Continued**

7933 Bowling Alleys

Establishments known to the public as bowling alleys or lanes. Such establishments also frequently sell meals and refreshments.

Bowling alleys
Duck pin alleys
Ten pin alleys

794 **COMMERCIAL SPORTS**

7941 Professional Sports Clubs and Promoters

Operators and promoters of professional and semiprofessional athletic clubs, promoters of athletic events, and managers of individual professional athletes. Stadiums and athletic fields are included only if the operator is actually engaged in the promotion of athletic events. They are otherwise classified as a real estate operation, Major Group 65.

Arenas, boxing and wrestling (sports promotion), professional
Athletic field operation (sports promotion)
Baseball clubs
Basketball clubs
Football clubs
Ice hockey clubs
Managers of individual professional athletes
Professional or semiprofessional sports clubs
Promoters, sports events
Soccer clubs
Sports field operation (sports promotion)
Sports promotion, professional: baseball, football, boxing, etc.
Stadiums (sports promotion)

7948 Racing, Including Track Operation

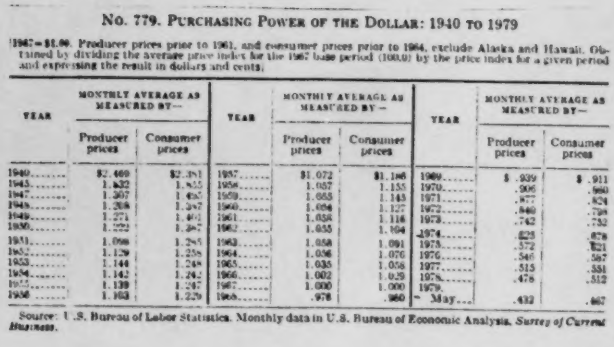
Promoters and participants in racing activities, including race track operators, operators of racing stables, jockeys, race horse trainers, and race car owners and operators.

Dragstrip operation
Horses, breeding and racing
Jockeys, horse racing
Kennels, dog racing
Motorcycle racing
Race car drivers and owners
Race horse owners
Race track operation: horse, dog, auto, etc.
Racing stables, operation of
Speedway operation
Stock car racing

E. Statistical Abstract of the United States Reference HA 202 U58 year

Lists statistics on virtually all aspects of American life for the U.S. and smaller geographic areas, such as counties, in some cases. Note sources listed at bottom of most tables; such sources can be consulted for additional information. Also note detailed subject index at back of volume. There is virtually no information on specific companies in this source.

Example: In this example from the 1979 Statistical Abstract, figures are given for the years 1940-1979. At the bottom of the table, Survey of Current Business is listed as the source of the information. If you needed figures for 1980, you probably would be able to find them in recent issues of this Survey, which are on shelf 12 in the Current Periodicals area.



No. 779. Purchasing Power of the Dollar: 1940 to 1979

[1967=$1.00. Producer prices prior to 1961, and consumer prices prior to 1964, exclude Alaska and Hawaii. Obtained by dividing the average price index for the 1967 base period (100.0) by the price index for a given period and expressing the result in dollars and cents]

YEAR	MONTHLY AVERAGE AS MEASURED BY—		YEAR	MONTHLY AVERAGE AS MEASURED BY—		YEAR	MONTHLY AVERAGE AS MEASURED BY—	
	Producer prices	Consumer prices		Producer prices	Consumer prices		Producer prices	Consumer prices
1940	$2.469	$2.381	1957	$1.072	$1.186	1969	$ .939	$ .911
1945	1.432	1.405	1958	1.057	1.155	1970	.906	.860
1947	1.307	1.195	1959	1.055	1.143	1971	.877	.824
1948	1.208	1.097	1960	1.054	1.127	1972	.840	.798
1949	1.271	1.161	1961	1.038	1.114	1973	.742	.732
1950	1.222	1.267	1962	1.035	1.104	1974	.625	.678
1951	1.098	1.215	1963	1.058	1.091	1975	.572	.621
1952	1.129	1.256	1964	1.056	1.076	1976	.546	.587
1953	1.144	1.248	1965	1.035	1.058	1977	.515	.551
1954	1.142	1.242	1966	1.002	1.029	1978	.476	.512
1955	1.139	1.247	1967	1.000	1.000	1979,		
1956	1.103	1.229	1968	.978	.960	- May	.432	.467

Source: U.S. Bureau of Labor Statistics. Monthly data in U.S. Bureau of Economic Analysis, *Survey of Current Business*.

VIII. Information on Industries

The sources listed here generally present more detail on a given industry than those in Section Seven. The publications listed here should be among the first you examine for information on a particular industry. You can use these sources to find data such as annual sales of music stores, percent of sales spent on advertising by hardware stores, financial and operating ratios characteristic of footwear wholesalers, and much more. The library collection includes several trade association publications, a few of which are listed below under E.

A. The United States Census Bureau is the largest publisher of statistical data, taking censuses and surveys in areas such as business, population and housing, and agriculture. The business or economic censuses are conducted every five years while the population census is conducted every ten years. Less detailed updates are available for years between censuses. The *Mini-Guide to the 1977 Economic Censuses (Reference HA 37 U5213 1977) explains the scope and organization of each of the economic censuses. The economic censuses typically are arranged by geographic areas, including data on the U.S. as a whole, states, standard metropolitan areas (roughly, cities with population greater than 50,000), and smaller areas in some cases.

Information on industries as defined by the SIC system is presented within each geographic area section. The smaller the geographic area, the less industry information you will find. Effective use of the economic censuses usually requires consulting the SIC Manual (see Section Seven) to determine the SIC number for the industry of interest.

Census of Manufactures Reference HD 9724 A42 1972 & 1977

Includes data on number of establishments, value of shipments, value added, cost of materials, capital expenditures, and more for some 450 industries. Arranged by SIC industry number and by geographic area, and includes subject and special report series on topics such as expenditures for plant and equipment, and concentration ratios. Updated in part by Annual Survey of Manufactures (Reference HD 9724 A211).

Census of Retail Trade Reference HF 3007 A5 1972 & 1977

List sales, employment, payroll, number of establishments, and other data for some 100 types of SIC-defined retail firms. Tables of contents precede major sections. Updated in part by Annual Retail Trade (Documents and Maps area C 3.183/3-).

Example from 1972 Census of Retail Trade (figures for U.S. as a whole):

8 UNITED STATES — RETAIL TRADE—AREA STATISTICS

TABLE 1. United States, by Kind of Business: 1972—Continued

1972 SIC code	Kind of business	All establishments: Number	All establishments: Sales ($1,000)	All establishments: Operated by unincorporated businesses[1]: Sole proprietorships (number)	All establishments: Operated by unincorporated businesses[1]: Partnerships (number)	Establishments with payroll: Number	Establishments with payroll: Sales ($1,000)	Establishments with payroll: Payroll, entire year ($1,000)	Establishments with payroll: Payroll, first quarter 1972 ($1,000)	Establishments with payroll: Paid employees for week including March 12 (number)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES--CONTINUED									
572	HOUSEHOLD APPLIANCE STORES	20 262	3 824 090	8 735	1 490	14 552	3 626 954	473 312	111 244	73 238
573	RADIO, TELEVISION, AND MUSIC STORES	29 890	4 644 837	14 440	1 826	20 240	4 365 447	579 739	139 534	99 673
5732	RADIO AND TELEVISION STORES	**	**	**	**	12 711	2 919 498	373 746	90 121	62 310
5733	MUSIC STORES	**	**	**	**	7 529	1 445 949	205 993	49 413	37 363
5733 PT.	RECORD SHOPS	**	**	**	**	2 590	391 133	47 447	11 269	10 752
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	4 939	1 054 816	158 546	38 144	26 611
	EATING AND DRINKING PLACES									
58	TOTAL	359 524	36 867 707	164 023	34 778	287 250	35 047 577	8 734 504	2 031 224	2 634 457
5812	EATING PLACES	253 136	30 385 361	108 159	23 986	208 899	29 312 731	7 620 220	1 765 209	2 317 425
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	112 656	16 652 826	4 516 307	1 049 145	1 353 843
5812 PT.	SOCIAL CATERERS	**	**	**	**	3 944	663 046	181 027	41 690	51 592

Census of Selected Service Industries Reference HF 3007 A513 1972 & 1977

Includes data on sales, employees, payroll, receipts by source, number of establishments, and more for more than 150 types of services such as hotels, motion picture theatres, and laundries as defined by the SIC system. Tables of contents precede major sections. Updated in part by Monthly Selected Service Receipts (Documents and Maps C 3.239:).

Example from 1972 Census of Selected Service Industries (figures for Waterloo-Cedar Falls):

1972 SIC code	Standard metropolitan statistical area and kind of business	All establishments: Number	All establishments: Receipts ($1,000)	All establishments: Operated by unincorporated businesses[1]: Sole proprietorships (number)	All establishments: Operated by unincorporated businesses[1]: Partnerships (number)	Establishments with payroll: Number	Establishments with payroll: Receipts ($1,000)	Establishments with payroll: Payroll, entire year ($1,000)	Establishments with payroll: Payroll, first quarter 1972 ($1,000)	Establishments with payroll: Paid employees for week including March 12 (number)
	WATERLOO-CEDAR FALLS SMSA[9]									
	SELECTED SERVICES, TOTAL	960	52 094	650	71	419	46 679	14 713	3 450	3 001
	HOTELS, MOTELS, TRAILERING PARKS, CAMPS									
701,3	TOTAL	38	4 705	18	6	25	4 496	1 337	332	445
7011 PT.	HOTELS	4	(D)	2	-	4	(D)	(D)	(D)	(D)
7011 PT.	MOTELS, MOTOR HOTELS, AND TOURIST COURTS	26	(D)	8	6	21	(D)	(D)	(D)	(D)
7032	SPORTING AND RECREATIONAL CAMPS	1	(D)	1	-	-	-	-	-	-
7033	TRAILERING PARKS AND CAMPSITES FOR TRANSIENTS	7	(D)	7	-	-	(D)	(D)	(D)	(D)
	PERSONAL SERVICES									
72	TOTAL	341	9 304	261	18	121	7 821	3 156	751	706
721	LAUNDRY, CLEANING, OTHER GARMENT SERVICES	46	3 403	25	6	26	3 166	1 417	345	261
7219	COIN-OPERATED LAUNDRIES AND DRY CLEANING	18	397	11	4	8	221	38	13	16
721 EX.7215	OTHER LAUNDRY, CLEANING, AND GARMENT SERVICES	28	3 006	14	2	18	2 945	1 379	332	245

Census of Wholesale Trade Reference HF 3007 A512 1972 & 1977

Data on number of wholesale establishments, sales, employees, inventories, and payroll for 118 SIC industries. Tables of contents precede major sections. Updated in part by Monthly Wholesale Trade Report (Documents and Maps C 3.133:)

B. Operating and Financial Ratios

Examples of such ratios are the current ratio, profits/sales, and debt/net worth; these and other ratios are used in financial analysis of a firm and its industry. The introductions to most of the following sources explain derivation and use of the various ratios.

Almanac of Business and Industrial Financial Ratios (Reference HF 5681 R25T68 year)

Presents operating and financial ratios for around 160 industries, with figures for industries subdivided by asset size. Note the industry index, table of contents, and introductory pages explaining derivation and interpretation of the ratios. Also, note there are two pages for each industry: one is based only on corporations with a net income, the other is based on corporations with and without net incomes. The Library has editions for 1972 and 1975 to the present.

Annual Statement Studies (Robert Morris Assoc.) Reference HF 5681 B2R6 year

Consists of balance sheet and profit and loss composites, with selected operating and financial ratios for 300 lines of business. Note introductory pages explaining derivation and interpretation of the ratios. Also note statement studies index at the back of the volume. The Library has editions for 1973 and 1976 to the present.

See table on next page.

Interpretation of Statement Studies Figures

RMA recommends that Statement Studies data be regarded only as general guidelines and not as absolute industry norms. There are several reasons why the data may not be fully representative of a given industry:

(1) The financial statements used in the *Statement Studies* are not selected by any random or statistically reliable method. RMA member banks voluntarily submit the raw data they have available each year, with these being the only constraints: (a) The fiscal year-ends of the companies reported may not be from April 1 through June 29, and (b) their total assets must be less than $50 million.

(2) Many companies have varied product lines; however, the *Statement Studies* categorize them by their primary product Standard Industrial Classification (SIC) number only.

(3) Some of our industry samples are rather small in relation to the total number of firms in a given industry. A relatively small sample can increase the chance that some of our composites do not fully represent an industry.

(4) There is the chance that an extreme statement can be present in a sample, causing a disproportionate influence on the industry composite. This is particularly true in a relatively small sample.

(5) Companies within the same industry may differ in their method of operations which in turn can directly influence their financial statements. Since they are included in our sample, too, these statements can significantly affect our composite calculations.

(6) Other considerations that can result in variations among different companies engaged in the same general line of business are different labor markets; geographical location; different accounting methods; quality of products handled; sources and methods of financing; and terms of sale.

For these reasons, RMA does not recommend the Statement Studies figures be considered as absolute norms for a given industry. Rather the figures should be used only as general guidelines and in addition to the other methods of financial analysis. RMA makes no claim as to the representativeness of the figures printed in this book.

Example from Annual Statement Studies:

Current data grouped by asset size of firms making up the sample. The first column is based on the statements of 39 firms with assets in the $0-$250,000 range. No figures are given for the fourth column, because there are fewer than ten statements for firms in that size range (only three).

Current ratio for the groups: for the first group, 1.5 is the median; 2.2 the upper quartile, 1.1 the lower quartile.

Sums of sales and total assets for financial statements in each category.

RETAILERS - RADIOS, T. V. & RECORD PLAYERS
SIC# 5732

Current Data

0-250M	250M-1MM	1-10MM	10-50MM	ALL	ASSET SIZE
39	57	34	3	133	NUMBER OF STATEMENTS
%	%	%	%	%	ASSETS
8.7	9.8	8.0		9.1	Cash & Equivalents
9.4	14.3	18.3		12.8	Accts. & Notes Rec. - Trade(net)
57.7	56.2	64.9		59.3	Inventory
1.4	1.9	1.9		1.7	All Other Current
77.1	78.1	93.0		78.8	Total Current
17.9	14.9	12.6		15.2	Fixed Assets (net)
1.2	.7	.5		.8	Intangibles (net)
3.7	6.2	3.9		5.3	All Other Non-Current
100.0	100.0	100.0		100.0	Total
					LIABILITIES
17.3	12.0	12.7		13.9	Notes Payable-Short Term
3.6	2.3	2.5		2.9	Cur. Mat.-L/T/D
29.5	27.7	36.3		29.5	Accts. & Notes Payable - Trade
4.4	9.0	5.2		4.9	Accrued Expenses
4.3	4.7	8.1		5.5	All Other Current
59.0	53.8	91.8		56.8	Total Current
20.5	10.8	8.7		13.4	Long Term Debt
.9	.8	.7		.5	All Other Non-Current
22.7	34.9	27.8		29.4	Net Worth
100.0	100.0	100.0		100.0	Total Liabilities & Net Worth
					INCOME DATA
100.0	100.0	100.0		100.0	Net Sales
64.2	66.8	69.1		66.5	Cost Of Sales
35.8	33.4	30.9		33.5	Gross Profit
32.8	31.4	28.2		31.0	Operating Expenses
3.0	1.9	2.7		2.5	Operating Profit
.4	-.7	.4		-.1	All Other Expenses (net)
2.6	2.7	2.4		2.6	Profit Before Taxes
					RATIOS
2.2	1.8	1.7		1.8	
1.5	1.5	1.2		1.4	Current
1.1	1.2	1.1		1.1	
1	1	1		1	
.3 (56)	4	.4	(122)	.4	Quick
.2	.2	.2		.2	
3 119.0	5 71.0	6 59.9	4	88.9	
11 34.4	13 28.3	13 27.2	11	32.1	Sales/Receivables
17 21.8	31 11.7	38 9.5	25	14.6	
83 4.4	97 4.2	79 4.6	83	4.4	
139 2.6	118 3.1	122 3.0	122	3.0	Cost of Sales/Inventory
188 1.9	182 2.0	148 2.5	148	2.5	
6.6	8.5	8.1		8.2	
12.1	11.8	16.8		12.8	Sales/Working Capital
95.8	24.8	32.8		33.4	
7.5	8.7	12.8		7.5	
(34) 2.8 (49)	4.3 (19)	5.1	(106)	4.0	EBIT/Interest
1.0	1.3	.7		1.2	
	8.7	7.8		9.2	
(18)	2.9 (15)	3.3	(39)	3.1	Cash Flow/Cur. Mat. L/T/D
	1.0	1.8		1.1	
.2	.2	.3		.2	
.7	.4	.5		.6	Fixed/Worth
2.0	.7	.7		.9	
1.1	1.0	1.6		1.1	
3.0	2.0	3.0		2.4	Debt/Worth
11.8	3.4	5.9		9.5	
80.7	34.5	61.1		45.2	% Profit Before Taxes/Tangible
(33) 29.8 (59)	22.0	29.7	(115)	25.0	Net Worth
12.1	5.2	1.9		8.4	
29.0	11.5	14.9		14.2	% Profit Before Taxes/Total
9.9	7.4	7.2		7.8	Assets
.9	1.0	.5		1.1	
117.8	48.2	38.9		53.0	
34.1	20.8	25.4		29.0	Sales/Net Fixed Assets
6.1	11.0	13.7		11.1	
3.7	3.1	3.1		3.1	
2.5	2.0	2.5		2.6	Sales/Total Assets
2.0	2.1	2.2		2.1	
.9	.9	.4		.5	
(32) 1.2 (53)	.9 (23)	.6	(111)	.9	% Depr., Dep., Amort./Sales
2.5	1.5	1.2		1.5	
1.3	1.4	1.2		1.3	
(31) 2.6 (44)	2.5 (19)	1.8	(84)	2.4	% Lease & Rental Exp/Sales
4.0	3.5	4.5		3.7	
4.9	2.5			2.8	
(28) 8.4 (34)	3.9		(71)	4.7	% Officers' Comp/Sales
10.1	5.2			8.8	
1060776	7527888	13008798	12008888	33834888	Net Sales ($)
619888	2888488	4438888	4143888	12295288	Total Assets ($)

©Robert Morris Associates 1990 M = thousand MM = million
See Pages 1 through 10 for Explanation of Ratios

Common size balance sheet

Common size income statement

Ratios

Barometer of Small Business Reference HC 101 B28 year

Statistics for 48 small retail and service businesses include expenses in relation to sales, composite balance sheets and income statements, and more. Figures are summarized by business type and by size within business type. Note index to these business types at the front of the volume.

Expenses in Retail Businesses Reference HF 5429 E92 year

Lists figures such as advertising expenditures as a percent of sales,

and certain operating and financial ratios for 36 lines of business. Note contents page at front of volume.

Financial Studies of the Small Business Reference HF 5681 B2F5

Balance sheet and income statement figures as well as numerous ratios are presented for various retail, wholesale, service, contractor, and professional types of businesses. Note index and discussion of the ratios at the front of the volume.

Key Business Ratios (Dun & Bradstreet) Reference HF 5681 R25D85 year

The expanded 1979 edition includes financial ratios for over 800 SIC lines of business, each subdivided by net worth. Note introductory pages explaining how the ratios are figured. Also note the outline of the SIC system at the back of the volume. If you have trouble locating the SIC number for the industry you are researching, you might look up the industry in the alphabetical index at the back of the Standard Industrial Classification Manual. Ratios for earlier years can usually be found in the September, October, and November issues each year of the periodical Dun's Review, older issues of which are shelved in the Bound Periodicals area.

Quarterly Financial Report for Manufacturing, Mining and Trade Corporations Reference HD 9724 A214 year

Presents quarterly financial and operating ratios for 22 manufacturing industries and totals for the retail, wholesale, and mining industries as a whole.

C. Predicasts. Basebook Reference HC 106.6 B3 year. Available on-line.

Basebook lists data on production, sales, imports, exports, prices, employment, and other factors for SIC-defined industries and products. Suppose you are studying the television market. You must first determine the SIC number for televisions; if you don't already have this from the SIC Manual, you might look up television sets in the "Alphabetical Guide to the SICs" at the back of Basebook. There, you are told to look up SIC 365 1200. Looking up this SIC number in the main part of Basebook, you find figures for several statistical series for the last ten to fifteen years. The unit of measure is given at the right side of each row, along with the source of the data and the annual growth rate of the statistic. The full name of the source document is spelled out at the back of Basebook; if you want additional data on a particular topic, you might try checking library records to see if the source document is available in the UNI Library.

D. Standard & Poor's Industry Surveys--Periodicals Desk

This is a very useful source of information on industries and should be among the first places you look. It includes marketing and financial information on 36 industries, including in some cases market shares,

key demographics and variables, and financial comparisons of leading firms in the various industries. Use the industry and company name indexes at the front of Volume One.

E. Trade association publications

Annual Business Survey: Men's Store Operating Expenses Reference HD 9940 U4M4 1979

Annual Financial Review of the Meat Packing Industry Reference HD 9411 A57 1979

The Bottom Line (home centers and hardware stores) Reference HD 9745 U4B67 1979

Example from 1979 edition of The Bottom Line, published by National Retail Hardware Association, copyright 1979.

This example illustrates the type of information commonly found in trade association publications.

All Home Centers

Income Statement Data	All Home Centers	Low Profit Centers	High Profit Centers
Number of Stores	322	57	183
Net Sales Volume	$1,999,091	$1,301,828	$2,748,170
Current Year's Sales vs. Previous Year	+11.11%	+7.86%	+13.41%
Gross Sales	107.33%	106.35%	106.86%
Less: Total Deductions	7.33	6.35	6.86
Net Sales	100.00	100.00	100.00
Cost of Goods Sold	69.33	69.77	68.15
Margin	30.67	30.23	31.85
Payroll and Other Employee Expense			
Salaries—Owners, Officers, Managers	3.51	3.99	3.04
Salaries—Other Employees	10.60	11.08	10.35
Federal and State Payroll Taxes	.99	1.02	.96
Group Insurance	.47	.59	.40
Benefit Plans	.64	.64	.68
Total Payroll and Other Employee Expense	16.21	17.32	15.43
Occupancy Expense			
Heat, Light, Power, Water	.55	.67	.52
Repairs to Building	.41	.31	.43
Rent or Ownership in Real Estate*	2.28	2.30	2.36
Total Occupancy Expense	3.24	3.28	3.31
Other Costs of Doing Business			
Office Supplies and Postage	.35	.34	.34
Advertising	1.75	1.88	1.70
Donations	.08	.05	.10
Telephone and Telegraph	.24	.28	.21
Bad Debts	.49	.50	.48
Credit Card Expense	.08	.05	.09
Delivery (Other than Wages)	.56	.74	.50
Insurance (Other than Real Estate and Group)	.61	.67	.60
Taxes (Other than Real Estate and Payroll)	.52	.47	.53
Interest on Borrowed Money (Other than Mortgages)	.92	1.36	.67
Depreciation (Other than Real Estate)	.59	.77	.50
Store and Shop Supplies	.26	.30	.26
Legal and Accounting	.33	.37	.32
Dues and Subscriptions	.05	.07	.04
Travel, Buying, Entertainment	.17	.20	.14
Unclassified	.73	1.63	.54
Total Other Costs of Doing Business	7.73	9.68	7.02
Total Operating Expense	27.18	30.28	25.76
Net Operating Profit	3.49	(.05)	6.09
Other Income	1.51	1.50	1.34
Net Profit (Before Income Tax)	5.00	1.45	7.43

Merchandising and Operating Results: Department and Specialty Stores Reference HF 5465 U4N332 1979

Motor Vehicle Facts and Figures Reference HD 9710 U5A82 year

Operating Results of Food Chains Reference HD 9321 07 1979/80

F. U.S. Industrial Outlook Reference HC 106.5 A17 year

U.S. Department of Commerce forecasts for some 200 U.S. industries. See industry index at back of volume.

G. Value Line--Periodicals Desk

Pages for companies in a particular industry are preceded by a single page on the particular industry as a whole.

H. Indexes such as Business Periodicals Index, Predicasts, and Wall Street Journal Index.

IX. Markets and Products

The sources in this section provide information useful in market and financial analysis. The decennial Census of Population provides detailed demographic figures on the nation, states, counties, and cities. County and City Data Book and State and Metropolitan Area Data Book provide similar information but in much less detail. Survey of Buying Power comes out annually and as such is a good source for up-to-date estimates on a few key variables such as income groups, age groups, and store sales for geographic areas as small as counties and selected cities. Sources such as Marketing Studies and Progressive Grocer's "Guide to Product Usage" give information on users of particular products and key factors in marketing of these products. Finally, Trade Names Dictionary answers questions such as, "Who makes 'Ivory Liquid'?"

A. United States Bureau of the Census--The ten year censuses are a vast collection of data on the people of the United States. Separate multi-volume series are published on population, housing, and special subjects. One such series is listed below; others are shelved in the same area of the Reference Collection. The five year business censuses are described in Section Eight. Partial results of the 1980 census have been published during 1981; ask to see these at the Reference Desk.

1970 Census of Population Reference HA 201 1970 A568 Volume and part

For states, counties, cities, and the nation, this source lists information such as number of inhabitants, household size, income, occupation, educational level, and other social and economic characteristics. This multi-volume set includes separate summary volumes for the U.S. and for each of the states. Use the table finding guide inside the front cover to locate data on a particular topic. This is updated in part by Current Population Reports, shelved in the Documents and Maps area at C 3.186:

Example: First few lines of table finding guide inside front cover of the volume for Iowa. Suppose you want to find a breakdown by age group of the population of Iowa standard metropolitan statistical areas. Look down the left hand column under Subject until you find the heading Age: Age Groups. Follow this row across the page until you come to the column under SMSA's. Tables 24, 96, and 138 include figures on age groups in SMSA's.

TABLE FINDING GUIDE—Subjects by Type of Area and Table Number

This guide lists all subjects covered in this report, but does not indicate all cross-classifications (e.g., by age, race, or sex) or the historical data shown in some tables. An asterisk (*) indicates that the table presents data for Negroes exclusively; the symbol (†) means the table presents data for persons of Spanish heritage exclusively. Data on allocation rates appear in chapter B, tables B-1 to B-5, and chapter C, tables C-1 to C-4.

Subject	The State		Metropolitan-nonmetropolitan residence	Standard metropolitan statistical areas		
	Total	Urban Rural nonfarm Rural farm Size of place		Places of 50,000 or more (or central cities) Urbanized areas	Places with fewer than 50,000	Counties
NUMBER OF INHABITANTS	1,2,4,5,14,15	1-3,5	4	6-8,10-14	6-8,10	9,10[1]
SUMMARY CHARACTERISTICS	16	16	–	16,40,41	16,32,40-42	16,33[1],43,44
GENERAL AND SOCIAL CHARACTERISTICS						
Age:						
Single years of age	19	–	–	–	–	–
Age groups	20,21,48,59,138	20,48,59,138	70	24,96†,138	28,31,112†	35,38,129†,134,136
Race	17,18,139	17,18	17	23	27,31	34,38
Nativity and parentage	45,49,60,138-142	49,60,138	71	81,138,140-142	102	119
Place of birth	45,50,61,140	50,61	72	82,91*,97†,140	102,108*,113†,117	119,125*,130†

Example: first few lines of table 24, which details metropolitan area population by age group (Cedar Rapids, in this case)

Table 24. **Age by Race and Sex, for Areas and Places: 1970**

(For minimum base for derived figures (percent, median, etc.) and meaning of symbols, see text)

Standard Metropolitan Statistical Areas Places of 50,000 or More (or Central Cities) Urban Balance Urbanized Areas Places of 50,000 or More	1970 population							1960 population	1970 population							1960 population
	All races			White		Negro			All races			White		Negro		
	Total	Male	Female	Male	Female	Male	Female		Total	Male	Female	Male	Female	Male	Female	
	CEDAR RAPIDS SMSA—TOTAL								CEDAR RAPIDS SMSA—CEDAR RAPIDS							
All ages	163 213	78 667	84 546	77 582	83 332	992	905	136 899	110 642	52 589	58 053	51 592	56 925	863	883	92 035
Under 1 year	3 149	1 627	1 522	1 588	1 494	26	18	3 471	2 116	1 118	998	1 082	972	25	17	2 170
1 year	3 217	1 627	1 590	1 585	1 558	30	19	3 416	2 115	1 068	1 047	1 030	1 018	29	17	2 149
2 years	3 057	1 526	1 531	1 487	1 499	23	25	3 409	2 024	989	1 035	951	1 005	23	24	2 144
3 years	3 162	1 594	1 568	1 558	1 535	22	19	3 212	2 081	1 055	1 026	1 022	99[illegible]	21	19	2 064
4 years	3 189	1 641	1 548	1 614	1 515	19	26	3 205	2 062	1 080	982	1 053	95[illegible]	19	26	2 020
5 years	3 467	1 761	1 706	1 718	1 686	33	14	3 048	2 224	1 117	1 107	1 079	1 09[illegible]	32	13	1 991

B. County and City Data Book Reference HA 202 A35 1977

This book includes for the nation, states, counties, metropolitan areas,

and cities statistics on population, family income, building permits, manufacturers, wholesale and retail trade, and more. Use the column headings guide at the front of the volume to locate data on a particular topic. Note that item numbers are not the same as page numbers.

Example:

Table 4.—CITIES

[Data are for cities having 25,000 inhabitants or more in 1975. Minus sign (–) denotes decrease]

Codes			Land area	Population, 1975 (July 1)			Population, 1970 (April 1)											Population change	
										Black				Foreign stock					
SMSA	State and county	City		U.S. rank	Total	Per square mile	Total	Female	White	Total	Change, 1960-1970	18 years and over	65 years and over	Total	Leading country of origin[1]		Persons of Spanish heritage	1970-1975[2]	1960-1970[3]
			201	202	203	204	205	206	207	208	209	210	211	212	213		214	215	216
		ILLINOIS—Con.	Sq. mi.					Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent		Per cent	Per cent	Per cent	Per cent
1600	17 031	Park Forest	5.0	665	32 944	6 589	30 638	50.3	96.4	2.3	1000+	57.3	3.2	18.6	GE 12.2		1.6	7.5	2.2
1600	17 031	Park Ridge	8.1	487	42 957	5 303	42 614	52.3	99.4	.1	440.0	66.2	9.6	30.7	GE 17.7		1.0	.8	30.5
6120	17 179	Pekin	9.8	683	32 254	3 291	31 375	51.6	100.0	-	100.0	65.6	9.7	8.3	GE 33.3		(*)	2.8	11.5
6120	17 143	Peoria	38.2	119	125 983	3 298	126 963	52.5	88.1	11.5	51.8	66.8	11.0	10.8	GE 24.8		.9	-.8	23.1
...	17 001	Quincy	12.8	474	43 784	3 421	45 288	52.8	96.7	3.3	19.5	70.2	16.3	6.0	GE 52.1		(*)	-3.3	3.4
8880	17 201	Rockford	36.1	101	145 459	4 029	147 370	52.1	91.4	8.3	128.7	65.6	10.6	19.6	S 31.7		1.5	-1.3	16.3
1960	17 161	Rock Island	14.3	411	49 031	3 429	50 166	52.4	89.7	10.2	85.0	67.6	11.6	13.2	GE 20.6		1.4	-2.3	-3.3
1600	17 031	Schaumburg	7.6	519	39 882	5 248	18 531	49.7	99.5	.1	(NA)	54.6	1.7	19.7	GE 19.1		(*)	115.2	1000+
1600	17 031	Skokie	10.1	281	67 674	6 700	68 322	51.2	99.3	.2	-27.2	67.7	7.6	43.9	U 30.3		1.4	-.9	15.1
1600	17 031	South Holland	7.7	862	26 212	3 404	23 931	50.4	99.6	.1	(*)	58.3	4.9	25.7	PO 12.4		(*)	9.5	129.8
7880	17 167	Springfield	35.3	189	87 418	2 476	91 753	54.9	91.6	8.2	33.4	68.0	13.4	12.3	GE 22.1		.5	-4.7	10.2
1400	17 019	Urbana	5.7	629	34 416	6 038	33 976	52.0	89.1	7.8	111.9	78.4	7.3	13.4	GE 10.8		(*)	1.3	24.5
1600	17 097	Waukegan	19.5	293	65 133	3 340	65 134	51.8	86.5	12.9	87.8	65.0	8.1	23.4	M 12.9		7.2	-.0	16.9

C. County Business Patterns Documents & Maps C 3.204:

This publication lists data on employment, payroll, and number of establishments in SIC-defined industries, for all counties. You can look in this source to find, for example, the number of florists in Black Hawk County and their annual payroll. There is a volume for each state and the U.S. as a whole.

Example:

Table 2. Counties—Employees, Payroll, and Establishments, by Industry: 1979—Continued

(Excludes government employees, railroad employees, self-employed persons, etc.—see "General Explanation" for definitions and statement on reliability of data. Size class 1 to 4 includes establishments having payroll but no employees during mid-March pay period. "D" denotes figures withheld to avoid disclosure of operations of individual establishments, the other alphabetics indicate employment-size class—see footnote.)

SIC code	Industry	Number of employees for week including March 12	Payroll ($1,000)		Number of establishments, by employment-size class									
			First Quarter	Annual	Total	1 to 4	5 to 9	10 to 19	20 to 49	50 to 99	100 to 249	250 to 499	500 to 999	1000 or more
	BLACK HAWK—Continued													
7218	Industrial launderers	(C)	(D)	(D)	1	-	-	-	-	-	1	-	-	-
722	Photographic studios, portrait	64	172	730	6	4	1	-	1	-	-	-	-	-
723	Beauty shops	269	405	1 738	47	29	12	4	2	-	-	-	-	-
729	Miscellaneous personal services	96	137	596	13	6	3	4	-	-	-	-	-	-
73	Business services	913	1 580	6 750	74	34	17	12	9	1	1	-	-	-
731	Advertising	90	235	1 103	11	5	3	2	1	-	-	-	-	-
732	Credit reporting and collection	(B)	(D)	(D)	6	3	1	1	1	-	-	-	-	-

D. Guide to Consumer Markets Reference HC 101 C73 1977/1978

Includes in one volume information on population, employment, income, expenditures for various product groups arranged by characteristics of buyer, production, and prices. Note definitions of terms and subject index at back of volume.

E. MEI Marketing Economics Guide Reference HC 106.6 M36 year

This includes data on population, household income by groups, disposable personal income, and retail sales by store groups for the U.S., states, counties, and selected cities.

F. Marketing Studies Reference HF 5415.3 M285

This four volume set, published by Executive Communications, consists of roughly two to five page summaries of the markets for some eighty products, such as convenience foods, baby products, imported beers, soft drinks, bicycles, and life insurance. Each summary includes information such as major firms, marketing problems, promotion approaches, and observations by key executives. To determine if a particular product is covered, you must look in the tables of contents of all four volumes.

G. Notes on Sources of External Marketing Data Reference Z 7164 M18D35

H. Progressive Grocer--"Guide to Product Usage" Reference HD 9321.4 G8 1980

Each year a July issue of the journal Progressive Grocer presents demographic information on heavy users vs. average users of numerous grocery and general merchandise items. An introductory section explains how to interpret the information.

I. State and Metropolitan Area Data Book Reference HA 202 S72 year

This includes figures on population, education, employment, personal wealth, crime, construction, commerce, energy, and many other topics. Use the subject index at the back of the volume to locate information.

Example:

Region, division, and State	Farm population					Farms (Dept. of Agriculture)											
				Percent decrease		Number				Land in farms				Average acreage per farm			
	1970	1960	1950	1960-1970	1950-1960	1978	1975	1970	1960	1978	1975	1970	1960	1978	1975	1970	1960
	1683	1684	1685	1686	1687	1688	1689	1690	1691	1692	1693	1694	1695	1696	1697	1698	1699
	1,000	1,000	1,000			1,000	1,000	1,000	1,000	Mil. acres	Mil. acres	Mil. acres	Mil acres				
United States	9 712	15 635	23 048	37.9	32.2	2 672	2 767	2 949	3 963	1 072.1	1 081.4	1 102.4	1 175.6	401	391	374	297
Northeast	699	1 119	1 791	37.5	37.5	164	167	172	273	27.2	27.8	28.5	38.3	166	167	166	140
New England	128	232	403	44.7	42.4	28	28	31	63	5.3	5.3	6.0	10.2	189	192	194	162
Maine	30	61	122	50.2	50.0	8	8	9	19	1.7	1.7	1.9	3.3	211	222	222	177
New Hampshire	11	22	47	48.9	53.2	3	3	3	7	.6	.6	.7	1.2	187	193	204	177
Vermont	32	56	81	43.2	30.9	7	7	7	13	1.8	1.8	2.0	3.1	269	269	275	234

J. Survey of Buying Power Reference HF 5437 S35 year

This is a special issue of the journal Sales & Marketing Management. It includes small area (county and large city) data on population by age group and by effective buying income, sales for six store groups, and more. Note introductory pages explaining terms used in the Survey and examples of how businesses have used figures given in this source.

K. Survey of Buying Power Data Service Reference HF 5437 S36 year

Loose leaf service which expands on the information presented in Survey of Buying Power. Note detailed table of contents at beginning of the volume.

L. Trade Names Dictionary Reference T 223 V4A22 year

This is the source to consult when you want to know who makes a particular branded product, such as "Comet" cleanser. Simply look up the brand name in the alphabetically arranged volumes; the firm making the product is listed after the brand name.

X. Information on Companies

You should be able to find information on large publicly-held firms in one of the sources listed below. Privately-held firms, those which do not sell securities to the public, are not required to disclose financial information on their operations. However, you may be able to find brief information on such firms in directories such as those under B. below and in journals with the help of periodical indexes. The Directory of Companies Required to File Annual Reports With the Securities and Exchange Commission (Reference HG 4556 U5A39 year) can be helpful in determining that a particular company is required to disclose information.

Another reason for not finding much or any information on a firm is that the firm is actually a subsidiary of another company. You can check the Directory of Corporate Affiliations (Reference HG 4057 A219 year) to see if this is the problem, in which case you might try looking up information (however brief) on the subsidiary under the parent's name. Don't expect to find much, though.

A third reason for not finding much data on a firm is that the firm is very small, whether publicly or privately-held. You may find information on such firms in directories listed below or in state industrial directories shelved in the Reference T 12 area.

A. Corporation Annual Reports File--located in files north of Reference Desk

Includes 10K reports (required by the U.S. Securities and Exchange Commission of publicly-held companies) and annual reports to stockholders for some 300 firms. Annual reports typically include extensive financial information, usually for the last five to ten years of operations. Note the card file index on top of the cabinet which lists companies represented in the file and in some cases gives cross references from major susidiaries to parent firms. About the last five years of reports are available in this file. Older reports are available for some firms. Ask at the Reference Desk.

B. Directories--The Library has many directories of companies, such as Million Dollar Directory by Dun & Bradstreet (Reference HC 102 D8 year) and Leading U.S. Corporations (Reference HD 9723 N4 year).

C. Indexes such as BPI, Predicasts F & S Index, and Wall Street Journal Index

Indexes such as the above are of course good for finding articles on companies. The latter two, as mentioned earlier, include separate sections arranging articles by company name.

D. Moody's Handbook of Common Stocks Reference HG 4905 M815

According to the introduction, this book answers five questions: What does the company do?; How has it done in the past?; How is it doing now?; How will it fare in the future?; and For what type of investor is the stock suitable? Over 900 stocks with high investor interest are covered.

E. Moody's Manuals: Bank and Finance, Industrial, OTC Industrial, Municipal and Government, Public Utilities, and Transportation. Reference HG 4961, HG 4931, HG 4971--call numbers vary slightly for the different volumes but are shelved in the same general area.

A multi-volume set which includes for larger companies information such as company history, income and balance sheet data, selected financial and operating ratios, and more for the last three to ten years (varies with company size). Note company index at front of each volume. If you are not sure which volume to consult for information on a certain company, look up the company name in Moody's Complete Corporate Index (Reference HG 4961 M735 year), an index to all the Moody's manuals. The current edition of these Manuals is kept in Reference; older editions are shelved in the General Collection at the same call number.

F. Standard & Poor's Stock Market Encyclopedia Reference HG 4921 S68 year

This is an excellent source for information on companies in the S & P 500. For each company there is information on the current outlook for the firm, important developments, per share data, income and balance sheet data for about the last ten years, types of business, capitalization, and more.

G. Value Line--Periodicals Desk

Includes investment advisory information on some 1700 firms in more than ninety industries: revenues, operating margin, book value per share, beta value estimate, capital structure, P/E ratio, financial ratios, and more for about the last ten years of operations. The pages for companies in a particular industry are grouped together, preceded by a single page on that particular industry as a whole. Note company name and industry indexes at front of Volume One.

1. Suppose you are studying the tobacco industry and need price information on the industry. Turn to the pages for this industry. What is the first publication listed under "price sources"? How would you check to see if the Library has the publication? (Encyclopedia of Business Information Sources Reference HF 5353 E52 1980)

   Answer:

2. Suppose you are reading an article in the Wall Street Journal and come across a reference to "PERT." What is PERT? What is the title of the first reference? (Encyclopedia of Management Reference HD 19 H4 1973)

   Answer: (List only page numbers for entry and title of Information Reference at end of entry.)

3. What do managers mean by "psychographic segmentation"? (Dartnell Marketing Manager's Handbook Reference HF 5415.13 D35)

   Answer: (Give page numbers only.)

4. Suppose you are researching the wine industry. What is the entry number for the second publication listed under the subject heading Wine and wine making--United States--Statistics, in the 1979 subject index volume of Monthly Catalog of U.S. Government Publications (Documents & Maps Index Tables)?

   Answer:

   Look up this entry number in the appropriate 1979 main entry volume. (Entry number ranges are printed on the outside of the volumes.) What is the publication's Superintendant of Documents classification number?

   Answer:

   Does the library collection include this publication, which is part of the Agricultural Economic Report Series? (Look up its Supt. of Documents number in the Documents shelflist, small card catalog just inside front door of the Documents & Maps area.)

   Answer:

5. What is the SIC number for video tape recorders as listed in the 1979 Predicasts F & S Index (see alphabetical guide to the SICs at the front of the 1979 volume)? What is the title of the first article listed under this SIC number for "Video Tape Recorders--Sales & Consumption" in 1979 volume? (Predicasts F & S Index Index Tables)

   Answer:

This article was published in which journal? Does the library collection include this journal?

Answer:

6. What is the entry number (of the form xx:xxxxx) for the first publication listed under the subject heading EMPLOYEE MOTIVATION in Cumulative Subject Index to Psychological Abstracts, 1979-80? (Psychological Abstracts--Abstract Shelves)

Answer:

Look up the abstract number (the number after the colon) in the appropriate volume (number before the colon) of Psychological Abstracts. The article was published in which journal? Does the library collection include the journal?

Answer:

7. Suppose you are asked to do a literature review on the theory of achievement motivation. Which of the four types of journals described in Part Three, Section Five is probably best for this assignment?

Answer:

8. What was the January, 1981, total unemployment rate for the U.S. civilian work force? (Economic Indicators Current Periodicals--shelf 18)

Answer:

9. What is the Standard Industrial Classification number for manufacturing establishments whose primary activity is production of farm machinery? (Standard Industrial Classification Manual Reference HF 1041 U613 1972 + Supplement)

Answer:

10. How many television sets were produced or purchased by U.S. manufacturers each year from 1950 to 1974? (Business Statistics: The Business Supplement to Survey of Current Business Reference HC 101 A1313 1975)

Answer: (Give the figure for 1974 only.)

11. Suppose you are working on a project and need figures on farmland conversion to nonagricultural use in Iowa, Illinois, and other midwestern states. Look up Farms and farmland in the 1980 index volume for American Statistics Index (Documents & Maps area Index Table). What is the entry number for the publication entitled "Farmland conversion to nonagricultural use"?

Answer:

Look up this entry number in the 1980 abstracts volume. What is the publication's Supt. of Documents classification number?

Answer:

Does the library collection include this publication? (Look up its Supt. of Documents classification number in the Documents shelflist.)

Answer:

12. According to the 1972 Census of Retail Trade, what were total sales in 1972 for all U.S. hardware stores? (1972 Census of Retail Trade Reference HF 3007 A5 1972 v.1)

Answer:

13. What was the median current ratio in 1979 for retail drug stores of all sizes? (Annual Statement Studies Reference HF 5681 B2R6 1979)

Answer: (Remember that the introductory pages explain how to read the tables.)

14. Suppose you are studying the wine and brandy industry. Look up this industry in the "Alphabetical Guide to the SICs" at the back of the 1979 Basebook (Reference HC 106.6 B3 1979). What is the SIC number?

Answer:

Look up this approximate number in the main body of the volume, where information is arranged by SIC numbers. What was the 1978 wholesale price index level for wine and brandy? (Notice the figure is given for several other years, too.)

Answer:

15. Suppose you need to know what percent of sales home furnishings stores typically spend on advertising and promotion. What is this percentage figure for stores with sales under $500,000, according to Expenses in Retail Business (Reference HF 5429 E92 1980).

Answer:

PART THREE

16. Which cigarette brand has the highest market share and what is its market share? (Standard & Poor's Industry Surveys-- Periodicals Desk)

Answer:

17. Does the Library have a trade association report on the men's clothing industry?

Answer:

18. What is the outlook for the next five years for farm machinery and equipment? (U. S. Industrial Outlook Reference HC 101 U54 1981)

Answer:

19. What was the net profit margin for Exxon Corporation in 1979? How did this compare with the petroleum (integrated) industry as a whole? (Value Line--Periodicals Desk)

Answer:

20. Suppose you are looking for cities around the midwest to site your advanced consumer electronics stores. Further suppose you have found that engineers tend to be important customers at already established stores. How many people were employed as engineers in Linn County, Iowa, in 1970? (1970 Census of Population Reference HA 201 1970 A568 v. 1 pt. 17 c.1 or c.2) (Figures are not yet available for the 1980 census.)

Answer:

21. How many eating and drinking establishments (SIC 58) were there in Jo Daviess County, Illinois, in 1978 or 1975 or 1972? (County Business Patterns Documents & Maps C 3.204: each year arranged alphabetically by state)

Answer:

22. List three characteristics of "heavy users" of rice. (Guide to Product Usage Reference HD 9321.4 G8 1980)

Answer: (See introductory pages for information on how to read the product usage tables.)

23. What percent of Cedar Falls households had an income of $25,000 or more in a recent year? (Survey of Buying Power Reference HF 5437 S35 year pt.1)

Answer:

24. What were Coca-Cola Company (Del.) net sales in 1979? (Moody's Industrial Manual Reference HG 4961 M67 year Vol. 1)

Answer:

25. Is there an annual report for Montgomery Ward in the Corporation Annual Reports File?

Answer:

26. Suppose you are researching a company and have found nothing after looking in sources such as Value Line, Moody's Manuals, and Standard & Poor's Stock Market Encyclopedia. What are three possible reasons for not finding a firm listed in major corporation reference sources? Where should you look next?

Answer:

I. Marketing

A. Dictionaries, Handbooks, etc.--review Part Three, Sections Two and Three on use of such sources

1. The Dartnell Advertising Manager's Handbook Reference HF 5823 S78

   This includes 21 chapters which summarize the basics of most aspects of advertising, including campaign planning, production of the ad, media selection and evaluation, readership studies, and budgeting. Numerous examples and cases illustrate key points. Use the index at the back of the volume.

2. The Dartnell Marketing Manager's Handbook Reference HF 5415.13 D35

   Consists of summary articles on topics such as organization and staffing, product labels, goal setting, marketing research, the marketing plan, product development, international marketing, and control. Note references at end of chapters as well as detailed index.

3. Dictionary for Marketing Research Reference HF 5415.2 D513

   Contains definitions of more important marketing research concepts. Note references adjacent to some terms.

4. Data Survey for Business and Market Analysis Reference HF 5415.1 F7 1969

5. Handbook for Business on the Use of Government Statistics Reference Z 1223 Z9M39

   Contains detailed cases explaining use of government statistics in particular business situations.

6. Measuring Markets: A Guide to the Use of Federal and State Statistical Data Reference HF 5415.3 N44 1979

   Lists and briefly describes state and federal sources useful for measuring markets. Note part three, which gives detailed examples of how such sources can be used in marketing and sales management. These detailed examples include estimation of total market potential for fibre boxes in a given area, development of a method for establishing sales quotas for televisions by state, and selection of a county in which to locate a new supermarket. In each case, the example includes the objective, kind of business, problem, sources of data, assumptions, procedures and calculations, and conclusions.

B. Indexes and abstracts

1. Journal of Marketing Current Periodicals, Shelf 12

   Each issue includes an abstracts section which summarizes recent articles on topics such as marketing mix, special markets, macro-marketing, marketing institutions, and marketing policy.

2. Don't forget to use the more general business indexes and abstracts described in Part Three, Section Four.

C. Markets, Media, and Products

Use appropriate sources listed in Part Three, Sections Seven and Eight to locate information on markets, industries, and products. Below are a few additional sources useful in marketing and advertising study.

1. Consumer Expenditure Interview Series: Docs & Maps L 2.71: 448- & 455-

This survey, conducted periodically by the Bureau of Labor Statistics, reports on average annual income and expenditures for commodity and service groups, classified by several family characteristics. For example, this source includes information on annual family expenditures for alcoholic beverages broken down by family income. Another publication in this series reports selected weekly expenditures by family characteristics. The latest survey was conducted in 1972-74 and was released over the next several years. An abbreviated update is usually published in the national income issue (July) each year of Survey of Current Business.

2. Notes on Sources of External Marketing Data Reference Z 7164 M18D35

3. Standard Directory of Advertisers Reference HF 5805 S7 year

This answers questions such as which advertising media are used by firms in particular industries. A budget breakdown by medium is provided for some firms.

4. Standard Rate and Data Service Reference HF 5905 S7 Volume and year

Multi-volume set which contains advertising rate information for newspapers, radio and television stations, direct mail, transit, and various types of magazines. Note detailed explanations at front of volume.

5. Survey of Buying Power Data Service Reference HF 5437 S36 year

Sections 16-21 of this source present information on retail sales by store group, population characteristics, merchandise line sales, and more for television markets across the U.S.

II. Finance

A. Dictionaries, Encyclopedias, etc.--review Part Three, Sections Two and Three on use of such sources

Glenn G. Munn's Encyclopedia of Banking and Finance
Reference HG 151 M8 1973

Entries range from a paragraph to several pages on topics such as blue sky laws, ex-divided, treasury bills, and the Joint Economic Committee.

Longer entries sometimes discuss uses, give examples, and cite sources to consult for additional information.

Thorndike Encyclopedia of Banking and Financial Tables
Reference HG 1626 T49 + Yearbook

Includes tables for mortgage amortization, depreciation schedules, compound interest, and annuity; useful in problems involving the time value of money.

B. Indexes

1. Accountants' Index Index Tables

A comprehensive subject author index to articles, books, and other types of publications in the areas of accounting and related fields including financial management, investments, and taxation.

2. The Fed in Print Index Tables

This is a subject index to the business reviews (periodicals) of the Federal Reserve Banks. The library collection includes most of these FRB reviews. Check the List of Serials for holdings, though.

3. Don't forget to use the more general business indexes and abstracts described in Part Three, Section Four.

III. Human Resources

A. Dictionaries, Handbooks, etc.--review Part Three, Sections Two and Three on use of such sources

1. Dictionary of Behavioral Science Reference BF 31 W64

This is a subject dictionary covering all areas of psychology.

2. Handbook of Modern Personnel Administration Reference HF 5549 F29

The eighty-one chapters of this one volume handbook cover many important areas of personnel administration, including personnel policy, recruitment, training and development, wage and salary administration, benefits, and recordkeeping. Note the bibliographies at the ends of most chapters. Also note detailed subject index and table of contents.

3. Personnel Management: Labor Relations and Policies and Practices
Reference HF 5549 P652 and P653

The first two volumes of this up-to-date, loose leaf service cover labor matters that businesses face in dealings with employees: fair employment practices, wages and hours, equal pay law, labor relations, OSHA, and more. Note Labor Index at back of volume one (references are to paragraph numbers).

The Policies and Practices volume provides straightforward information on topics such as training programs, promotions, discipline, job evaluation, keeping employees informed, morale building, personnel forms, and more. Note index at back of volume (references are to paragraph numbers).

4. Career Collection Information File (LIB 226)

Folders under the heading "Industry--Iowa" include information on benefits packages offered by certain companies with a strong Iowa connection.

B. Indexes and abstracts

1. Human Resources Abstracts Abstracts Shelves

Contains abstracts of articles, books, and government publications dealing with topics such as quality of worklife, equal employment opportunity, earnings and benefits, and human resources and society. Note subject index at back of volume (numbers refer to entries, not pages) as well as table of contents.

2. Personnel Literature Index Tables

This is a monthly list of books, articles, and pamphlets arranged by some eighty subject headings such as absenteeism, group relations, job design, and organizations. The annual index, positioned at the back of each bound annual volume, is arranged by name and by very specific subjects. Numbers in the annual index, such as 8-60, are individual publication entry numbers, not page numbers.

3. Psychological Abstracts Abstract Shelves

See description in Part Three, Section Four.

4. Don't forget the more general business indexes and abstracts listed in Part Three, Section Four.

IV. Production

A. Handbooks--Review Part Three, Sections Two and Three on use of such sources

1. Production Handbook Reference TS 155 P747 1972

Twenty-two chapters cover topics such as statistical quality control, production planning, inventory control, purchasing, inspection, and statistical methods. Chapters include plenty of tables, examples, diagrams, and references for additional information. Note list of sections inside front and back covers; also note subject index at back of volume.

2. Quality Control Handbook Reference TS 156 Q3J8 1974

Forty-eight chapters cover topics such as acceptance sampling, motivation, control charts, and applications in various industries ranging from metal fabricating to services. Note tables and subject index at back of volume.

B. Indexes

1. Applied Science and Technology Index Index Tables

This is a subject index to technical journals covering topics such as quality control, materials handling, numerical control, inventories, computer technology and applications, engineering, and machinery.

2. Other indexes and abstracts listed in Part Three, Section Four cover many of the topics covered in Applied Science and Technology Index, but from a less technical point of view.

V. Accounting

A. Handbooks, Encyclopedias, Dictionaries, etc.--review Part Three, Sections Two and Three on use of such sources

1. Accountants' Handbook Reference HF 5621 A22 1970

This is a large volume with concise discussions covering topics such as financial statement form and content, production costs, liabilities, and partnership accounting. "This volume presents in compact form the full range of essential principles, rules, and procedures of commercial and financial accounting." (Introduction) Use the general index at the back of the volume as a finding aid.

2. Dictionary for Accountants Reference HF 5621 K6 1975

Includes definitions and short discussions of accounting terms.

3. Encyclopedia of Accounting Systems Reference HF 5635 E54 1976 3 vols.

Describes and illustrates the accounting systems used in various types of businesses such as bakeries, carbonated beverage producers, and department stores. Accounting practices peculiar to the particular industry are explained. Look inside the front cover of any of the three volumes to see the industries covered.

4. Handbook of Cost Accounting Reference HF 5686 C8H237

This handbook aims to combine material on the information needs of managers with discussion of accounting procedures; no chapters are devoted entirely to external reporting per se. Chapters

cover topics such as cost measurement, cash budgeting, and divisional cost analysis. Statistical tables and index are at the back of the volume.

5. Handbook of Modern Accounting Reference HF 5635 H23 1977

   This volume emphasizes important aspects of external reporting, again in concise chapters, covering topics such as revenue recognition, inventories, depreciation, leases, and research and development costs. Use the index at the back of the volume as a finding aid.

6. Who Audits America: A Directory of Publicly Held Corporations and the Accounting Firms Who Audit Them Reference HF 5616 U5W5 1978

B. Indexes and abstracts

1. Accountants Index Index Tables

   A comprehensive subject, author index to articles, books, and other types of publications in the areas of accounting and related fields including financial management, investments, and taxation.

2. Don't forget to use the more general business indexes and abstracts described in Part Three, Section Four.

C. Professional Standards

AICPA Professional Standards Reference HF 5667 A55 1974

This four volume loose-leaf service, updated regularly, "brings together for continuing reference the currently effective pronouncements on professional standards issued by the American Institute of Certified Public Accountants (AICPA), the Statements and Interpretations of the Financial Accounting Standards Board (FASB), the Statements of the International Accounting Standards Committee (IASC), and the International Auditing Practices Committee (IAPC).

Volume one deals primarily with auditing, while volume two covers ethics and bylaws. "Volumes three and four include the currently effective Accounting Research Bulletins, the Opinions and Statements of the APB, the Accounting Interpretations issued by the AICPA, the Statements and Interpretations of the FASB, FASB Technical Bulletins, and the Statements of the IASC." (Introduction to volume one.)

The first few pages of each volume explain how to use that volume. The cross-reference tables section (marked with a red tab) near the end of volume four serves as an index to locate Opinions, Statements, Interpretations, etc. in volumes three and four.

D. Tax reference sources

1. Federal Tax Regulations Reference HJ 3252 A35 year

This annual set presents "the rules and regulations promulgated by the Treasury Department which deal with income, estate, and gift taxes."

2. Federal Taxes (Prentice-Hall) Reference HJ 3233 P837 year

This is a multivolume loose-leaf service designed to provide up-to-date information on federal tax statutes, regulations, court decisions, etc.

Volume one is an index volume with separate sections to help in finding information on subjects, transactions, rulings, cases, articles in tax journals, and tax rates. The introductory pages of volume one discuss how to use the entire service and include flow charts of sample searches.

Volumes two to eight are income tax compilation volumes. Volume eight also includes proposed regulations. Volume nine is the current material volume; look here for recent developments. The AFTR 2nd volume contains full texts of Federal tax cases decided by the State and U.S. courts, other than the Tax Court. These decisions are bound periodically and are shelved at Reference HJ 3251 A39P7. The IRC volume consists of the complete 1954 Code as amended. Other volumes in this service cover estate and gift taxes and excise taxes.

3. U.S. Tax Court Reported Decisions Reference KF 6324 A5P75

4. U.S. Tax Court Memo Decisions Reference KF 6324 A5P76

VI. Law sources

A. Citation format for legal materials

In conducting law-related research you will come across citations to court cases, statutes, administrative rules and regulations, or other forms of law. If you want to examine the full text of the cited law, be it statute, case, or rule, you must know how to read legal citations and also how to determine if the UNI Library has the publication which includes the cited law.

Legal citations generally list the volume or title number, then an abbreviation for the legal publication which contains the law, and then the page or section number within the volume or title. Examples are given below. Legal publication abbreviations are spelled out in research guides such as Fundamentals of Legal Research (Reference KF 240 J3, see appendix). After determining the full title of the publication containing the cited law, look up this full title in the card catalog; many important legal sources held by the UNI Library are listed there. However, a few major legal sources are housed in the Documents & Maps area and are not listed in the card catalog. A two page "Location Guide to Certain Legal Materials in the UNI Library" is available at the Reference Desk and will help in locating major law sources in the Library.

Examples:

Court cases

442 U. S. 477--This a U.S. Supreme Court case which begins on page 477 of volume 442 of the publication United States Reports.

Codified Law

29 U.S.C. 5623 (1976)--This is a reference to section 623 of title 29 (title number printed on outside of volume) of the United States Code, 1976 edition.

Administrative Rules and Regulations

43 Fed. Reg. 25,337 (1978)--This a citation to volume 43, page 25, 337 of the Federal Register, 1978.

B. Dictionaries, encyclopedias, etc.

1. Ballentine's Law Dictionary with Pronunciations Reference K340.03 B3 1969

2. Black's Law Dictionary Reference KF156 B53 1979

3. Corpus Juris Secundum A 75 volume encyclopedia of the law plus 5 index volumes. Reference K345.5C6

4. Cyclopedia of the Law of Private Corporations (Fletcher) A 29 volume encyclopedia of corporation law plus an index volume. Reference KF 1414 F55 1974

5. Dictionary of Selected Legal Terms and Maxims Reference KF156 B36 1979

6. Law Dictionary by Steven H. Gitis Reference KF156 G53

7. Law Dictionary by Max Radin Reference KF156 R3 1970

8. Legal Thesarus Reference KF156 B856

C. Indexes

1. Index to Legal Periodicals Index Tables

This is a subject and author index to articles appearing in law journals. A table of cases commented upon follows the subject and author index.

2. The more general business indexes and abstracts described in Part Three, Section Four are helpful for finding articles on many law-related topics.

D. Legal Forms

1. Fletcher Corporation Forms Annotated Reference KF1411 F55 1972

   A ten volume set of corporation forms plus an index volume.

2. Gordon's Modern Annotated Forms of Agreement Reference KF801 A65G6 1970

   1 volume of forms.

3. Modern Legal Forms Reference KF170 B4

   A 20 set volume of various legal forms plus an index volume.

E. Labor Laws

1. Labor Arbitration Awards (CCH) Reference KF 3423 C6

   A full-text reporter of labor arbitration awards received throughout the United States with table of awards and topical index.

2. Labor Cases (CCH) Reference KF 3310 A2L3

   Full texts of leading federal and state court decisions on labor questions.

3. Labor Law Reporter (CCH) Reference HD 7831 L2

   15 volumes. Loose-leaf. Covers federal and state labor relations, employment practices (anti-discrimination laws), and wage and laws rules. Includes laws, administrative rulings, regulations, court and NLRB decisions and advice memoranda, union contract clauses, and arbitration procedures.

4. The PERB Information Service Reference KFI 4532.8 P77A5 1974

   Six volumes. Loose-leaf. All Iowa Public Employment Relations Board decisions and orders, related court opinions, statistical data.

5. Personnel Management: Labor Relations (P-H) Reference HF 5549 P652

   Two volumes. Loose-leaf. Fair employment practices, cost of living index, wage and hour laws, equal pay law, labor relations (all federal law dealing with labor-management relations), state labor laws, employment of veterans occupational safety and health, strategies of bargaining, federal orders, federal rules and regulations issued under federal labor laws.

6. Personnel Management: Policies & Practices (P-H) Reference HF 5549 P653

Loose-leaf. New and up-to-date ideas for better and more efficient handling of various personnel problems, including training, discipline, job evaluation, employee benefits, etc. Not particularly legally oriented.

7. Public Employee Bargaining (CCH) Reference KF 5365 A6C6

   Three volumes. Loose-leaf. State laws, cases, and regulations covering public sector collective bargaining.

8. Public Sector Arbitration Awards Reference KF 3450 P8P83

9. Workmen's Compensation for Occupation Injuries and Death (Larson) Reference KF 3613.4 L33
   Two volumes. The law of workmen's compensation.

F. Miscellaneous legal sources--contracts, evidence, insurance, Uniform Commercial Code

1. Anderson on the Uniform Commercial Code Reference KF 890 A58 1977

   A nine volume encyclopedia of the Uniform Commercial Code.

2. Corbin on Contracts KF 801 C64

   A multi-volume treatise on the law of contracts.

3. Couch Cyclopedia of Insurance Law KF 1160.5 C6 1969

   A multi-volume treatise on the law of insurance.

4. Insurance Law and Practice KF 1164 A76

   A multi-volume treatise on the law of insurance.

5. A Treatise on the Law of Contracts (Williston) KF 801 W5 1957

   A multi-volume treatise on the law of contracts.

6. A Treatise on the Anglo-American System of Evidence... (Wigmore) Reference KF 8935 W54

   A six volume encyclopedia plus index on the law of evidence.

Part Five consists of outlines of the procedure to follow in looking for information on companies, industries, and other business topics. These outlines are general, but they should help you structure your information search and get the work done faster and more effectively. The specific sources cited in the outlines are ones frequently used in business research; however, your particular project may require consulting other sources, some of which are listed in Parts Three or Four.

Company Information

To locate information on a particular firm such as Deere & Company or International Harvester, follow the steps listed below. The extent of the information you gather and specific sources you consult will depend on the type of company (i.e., small or large, private or public) and the purpose of your research.

Step 1--Card catalog--The Library has entire books on a few large companies such as Coca-Cola, General Motors, and American Telephone & Telegraph. Look under the full, exact name of firm (see Part One for a review of card catalog basics).

Step 2--Corporation Annual Reports File--The Library has the latest 10K and at least the last five years of annual reports to stockholders for some 300 firms. These reports are generally the most detailed source of financial information on a firm (see Part Three, Section Ten for additional description of this file).

Step 3--Consult Moody's Manuals, Value Line, and Standard & Poor's Stock Market Encyclopedia--These sources present financial, type-of-business, and historical information for the last five to ten years depending on the particular source and the size of the company. These sources do not present the same information in the same format (on a given firm), so you'll probably want to look at all three (see Part Three, Section Ten for further description).

Step 4--Consult indexes such as Business Periodicals Index, Predicasts, and the Wall Street Journal Index (described in Part Three, Section Four). You may be able to turn up news or analytical articles about a company with the help of these indexes. Once you find a citation to an article that looks useful, go through the process of determining if the Library has the journal running the article, etc. (described in Part Two).

Step 5--Consult specialized reference sources if required by your search topic. For example, if you need information on a certain firm's stocks, you might look in a source such as Standard & Poor's Stock Guide. You would use one of the business literature guides, described in Part Three, Section One, and the card catalog to locate specialized books on such topics.

If you find nothing on your firm after going through steps one through five:

Step 6--Look up the company name in Directory of Corporate Affiliations (described in the introduction to Part Three, Section Ten). The back part of this directory lists subsidiaries and affiliates in alphabetical order, along with the parent firm. One reason for not finding anything on a firm in steps one through five above is that the firm is a subsidiary. If you discover your company is indeed a subsidiary, repeat steps one through five, looking up the parent company name; you may find some information on the subsidiary under the parent's name.

Step 7--If you haven't found anything on your firm after going through these six steps, the reason probably is that the firm is privately held, newly formed, small, recently merged, or a specialized service or retail business. You may be able to find brief information on such firms in one of the Library's many directories of companies, such as Fairchild Financial Manual of Retail Stores, Million Dollar Directory, Thomas Register of Manufacturers, 50,000 Leading Corporations, and state lists of manufacturers (e.g., Iowa Directory of Manufacturers).

Some of the industry information sources described in Part Three, Section Eight include information on companies.

Industry/Product/Market Information

To locate information on industries, products, or markets, follow the steps listed below. This is a very general suggested approach; the exact strategy you follow will depend on the nature of your topic and project. The outline assumes a need for comprehensive information on the given subject. If your information needs are more modest, simply go through the relevant steps below until you have sufficient material for your purposes.

Step 1--Look up the industry or product you are researching in the card catalog to see if the Library has any book-length studies. Use the Library of Congress Subject Headings list (described in Part One) to help identify which headings to use.

Step 2--Consult general sources such as the following for information on the industry:

Standard & Poor's Industry Surveys
U.S. Industrial Outlook
Value Line (see one page summaries at beginning of pages on companies in particular industries.)
Monthly Catalog of U.S. Government Publications (various federal government agencies put out fairly long studies of selected industries; these studies can be found by looking in Monthly Catalog's subject indexes. The 1979 Monthly Catalog subject index lists, for example, studies of the U.S. wine and brewing industries.)

The first three sources above are described in Part Three, Section Eight; the last source is described in Part Three, Section Four.

Step 3--Consult other industry sources listed in Part Three, Section Eight which are relevant to your search topic.

Step 4--Consult guides to business literature described in Part Three, Section One. If they list publications likely to be helpful, look up their titles in the card catalog (or List of Serials or Documents & Maps area records, depending on the type of publication) to see if the item is in the UNI Library.

Step 5--Consult indexes such as Business Periodicals Index and Predicasts, described in Part Three, Section Four.

Step 6--Consult some or all of the following sources for industry or geographic statistics at the national or local level, depending on the nature of your project:

Census of Manufactures Census of Retail Trade Census of Selected Service Industries Census of Wholesale Trade	Described in Part Three, Section Eight
Basebook Census of Population County Business Patterns MEI Marketing Economics Guide Survey of Buying Power	Described in Part Three, Sections Eight or Nine.

Step 7--Financial and operating ratios--consult sources such as those listed in Part Three, Section Eight (B.) and (E.).

Step 8--Consult special indexes to statistics, such as American Statistics Index, described in Part Three, Section Seven.

General Business Topic Information

To locate material in the Library on topics other than industries or companies, that is, on subjects such as job design, capital asset pricing model, factory line balancing, discretionary expense centers, or buyer behavior in the fast food industry, follow the steps listed below. They provide a very general outline of procedures for a fairly comprehensive library literature search.

Step 1--Consult an appropriate encyclopedia, dictionary, or handbook for an overview of the topic. Examples of such works covering management in general, personnel, production, finance, accounting, and marketing are listed in Part Three, Section Two and in various sections of Part Four.

Such sources will give you a clearer understanding of the topic. Also, some of them, such as Encyclopedia of Management, list important references you might consult to begin your search. Some of these cited references may be books, others articles. In any case, you need to check the appropriate library record (i.e., card catalog for

books, List of Serials for journals, Documents & Maps records for U.S. government publications) to determine if the cited publication is available in the UNI Library.

This initial reading of a few basic sources on the topic should help you focus on a particular aspect of the topic which you will research in more detail through the following steps. As you go through these steps, consider the adequacy of available library materials on your topic. If there is very little information available, you may want to broaden your search topic. If there is "too much" information available, you might want to focus on a more specific aspect of the topic.

Step 2--Consult the Library of Congress Subject Headings (explained in Part One) and make a list of subject headings which are closely related to your search topic. Look up these headings in the card catalog to see which books the Library has on the topic. Look carefully to see if any cards for books under this heading have a bibliography subdivision, such as JOB SATISFACTION-BIBLIOGRAPHY. As explained in Part One, a book with such a subheading is an already compiled list of books and other materials on the topic. Sometimes the materials are recommended as superior works on the topic. If you do find a bibliography listed on your topic, retrieve it from the stacks and examine it. Select items which look particularly appropriate for your work and check appropriate library records to see if they're available in this Library.

Step 3--Continue at the card catalog, whether you have located a bibliography or not, by checking under the subject headings you previously identified. Retrieve those books which look best from the stacks and examine them. When you retrieve these books, take a look at nearby items; you may come across something useful by browsing.

Step 4--Consult appropriate indexes and abstracts for journal articles, government publications, and other non-book materials.

Look over indexes and abstracts listed in Part Three, Section Four and in Part Four, Sections One through Six. Select what look to be appropriate indexes; use subject headings similar to those you used at the card catalog. The subject headings used in the indexes won't be the same as those used at the catalog, but they will be similar.

After identifying promising article citations in the indexes, consult the List of Serials to determine if the library collection includes the particular journal. (This process is described in Part Two; the process of using indexes to locate government publications is explained in Part Three, Section Four-C.)

Step 5--Locate statistical information, if needed.

Go through the processes described in the company and industries outlines if such information is needed. If you want other types

of facts and figures, consult statistics sources and statistics finding aids described in Part Three, Section Seven.

Step 6--Research mechanics and report preparation.

The Library has several books which explain how to prepare a report, how to write bibliographic citations, and so on. Examples are Materials & Methods for Business Research, (Reference H 62 P4645), Turabian's A Manual for Writers of Term Papers, Theses, and Dissertations (Reference LB 2369 T8, ask for copy at Reference Desk), and American Psychological Association Publication Manual (Reference BF 76.7 A46 1974, added copy at the Reserve Desk, lower level).

Part One--Exercise Solutions

1. & 2. It is a U.S. government publication, and most U.S. government publications are not listed in the catalog. Instead, you must use special indexes such as Monthly Catalog in the Documents & Maps area. You might also try looking up the title in the Documents title card catalog, a small catalog in the Documents & Maps area near the offices. Use of Monthly Catalog is explained in Part Three, Section Four.

3. HM 133 B84 is the book's call number. It is a General Collection book shelved on the upper level of the Library.

4. 1974

5. Holt, Rinehart and Winston (of New York)

6. Yes, on pages 189-214. You might consult this bibliography for a list of additional books and other publications on the topic.

7. Small groups; Communication--Social aspects; and Communication--Psychological aspects are the subject headings assigned to the book. A book's subject headings are preceded by Arabic numerals at the bottom of its catalog cards. When you find a book that is just right for your project, consider looking up the other subject headings listed at the bottom of the card. Perhaps one of these other headings is more appropriate for your search topic.

8. No. The topic may be too new or narrow to have been afforded book-length treatment. You may find articles or government publications on the topic by consulting indexes such as those listed in Part Three, Section Four.

9. WORK DESIGN is the subject heading you should use. The cards in the catalog under "Job Design" are for books whose titles just happen to begin with these two words.

This procedure unfortunately will not work in all cases. LCSH provides such cross references only from alternate terms the Library of Congress feels people are most likely to use instead of the "correct" term. If this procedure does not work for you, you will have to use your imagination to come up with other terms which capture the concept, or you might consult a subject dictionary such as Dictionary for Marketing Research for ideas. If your research topic is very precise or a new development, you may have to rely on journal articles found with the help of an index such as Business Periodicals Index. If you have difficulty in this regard, ask for help at the Reference Desk.

10. Work--Psychological aspects. This is a related subject heading in the card catalog which you might try.

11. Look up a heading such as ECONOMICS--DICTIONARIES in the card catalog. There you will find several such reference works listed which are likely to include discussion of Keynesian economics.

12. Yes. Cards are alphabetized on a word-by-word basis rather than on a letter-by-letter basis.

13. HF 5548.5 B3B53 1975 The filing rules section in Part One states that acronymns are filed before words beginning with the same letter.

14. a) It is shelved in a special area, the Reference Collection, which is located on the main floor of the Library. If a book is shelved in a special area, that is, not in the general circulation collection, that special area is printed above the call number on the catalog card.

b) No special location is indicated, so it is a general collection book. Such books whose call numbers begin with A through R are shelved on the top floor of the library, with the A class books beginning on the east side.

c) The northeast corner of the bottom floor is where general collection books whose call numbers begin with S through Z are shelved.

Note: You will save time in the long run if you copy down the entire call number for a book before you leave the card catalog to look for the book.

15. The third line includes a decimal. When call numbers are the same except for the decimal on the last line, books are arranged by the size of this decimal, small to large. The decimal .77 is larger than .755; therefore, HF 5415 H77 is shelved after HF 5415 H755

16. You should consider going to the Circulation Desk to see if a record of the book is on file. If the book is checked out, you can fill out a "hold" card. You will be notified when the book has been returned, and the book will be held for you at the Circulation Desk. If the book is overdue, it will be recalled for you. And if the Circulation Desk has no record of the book, you can fill out a "search" card. The Library will conduct a search for the book and notify you when it is found.

Part Two--Exercise Solutions

1. Indexes and abstracts typically list journal article citations. A few indexes and abstracts also list books, government publication, doctoral dissertations, and other types of publications. Abstracts usually include summaries of the publications they cite.

2. "Inventory management: the trouble with stock turns"

3. Industrial Distribution. Journal abbreviations are spelled out at the front of BPI.

4. A. Silver

5. The article is illustrated and includes tables. These and other abbreviations are spelled out at the front of BPI.

6. The article is in volume 69. The volume number usually is printed on the outside of volumes in the Bound Periodicals area. The article is on pages 177-179 of the May 1979 issue.

7. Yes. It is included in the List of Serials. Note the bottom line of the entry below:

INDUSTRIAL DISTRIBUTION. (S2)
V.1- , 1911-
1911-APR. 1948 AS MILL SUPPLIES
IACFT H
PER: 57-: 1967-

The dash and space after 1967 indicates an "open entry." This means the library collection includes this journal from 1967 on, and that the library still subscribes to the journal.

In the example below, on the other hand, the placement of a year (1974 in this case) after the dash indicated a "closed entry." This means the library collection includes the journal Industrial Training International only for the years 1966 through 1974, and that the Library no longer subscribes.

INDUSTRIAL TRAINING INTERNATIONAL.
V.1- , APR.1966-
IACFT L
PER: 1-9: 1966-1974

8. 1958

9. Recent issues are on shelf 12 in the Current Periodicals area.

10. Issues from 1972 on (except for recent issues, which are in Current Periodicals) are in the Bound Periodicals area. Issues for 1958-1972 are on microfilm.

11. PER DESK; CURRENT UNBOUND ISSUES means recent issues are available at the Periodicals Desk.

12. Yes. Older editions back to 1966 are in the General Collection at the same call number.

13. You can next go to the Circulation Desk to see if a record of the volume is on file. If there is no record of the periodical, you can fill out a "search" card and you will be notified when it is found. If it is checked out, you can fill out a "hold" card, in which case you will be notified when the periodical is returned. If the issue you want is at a temporary location, you will be informed if the issue is available.

Part Three--Exercise Solutions

1. Agricultural Prices (U.S.D.A.), page 695. You would need to check records in the Documents & Maps area to see if the publication is available here, since it is published by the federal government.

2. Entry on pages 723-729. "How to Plan and Control with PERT"

3. Pages 230-232, 258-259. "Psychographic segmentation involves breaking down a market according to the 'lifestyles' or personality characteristics of the buyers."

4. The entry number is 79-7165 for The U.S. Wine Market.
The Supt. of Documents number is A 1.107:417.
Yes, it is listed in the Documents shelflist by Supt. of Documents number. It is part of the Agricultural Economic Report Series. The publication itself is shelved in the Documents & Maps area.

5. The SIC number is 365 1610. The title of the first article is "Competition in home video cassette recorders is growing stronger." The article was published in Barron's National Business & Financial Weekly (abbreviations spelled out at the front of Predicasts). According to List of Serials the Library does have Barron's.

6. The entry number is 59:11300. The article was published in Journal of Applied Psychology. According to the List of Serials, the Library does have the journal.

7. Scholarly journals are probably best since the topic is somewhat theoretical. Examples of journals likely to be helpful for such a project are Academy of Management Review, Administrative Science Quarterly, Journal of Applied Psychology, and California Management Review. These and related journals are covered by indexes such as Business Periodicals Index, Psychological Abstracts, and Personnel Literature.

8. The contents page on the back cover of issues of Economic Indicators lists a section on employment, unemployment, and wages. Note the subsection on selected unemployment rates. According to the June, 1981 issue, the requested unemployment rate was 7.4 percent.

9. Turn to the "Alphabetic Index, Manufacturing Industries," at the back of the SIC Manual. There you will find an SIC number for farm machinery and equipment: 3523. You could look up this number at the front of the Manual to see how this industry is defined in the SIC scheme. Of course, if you wanted to find the SIC number for retail, wholesale, or service establishments, you would turn to the "Alphabetic Index, Nonmanufacturing" at the back of the SIC Manual.

10. The index at the back of the volume includes an entry for "Television sets, production," and gives the page numbers for the data (p. 161). The blue pages at the center of the volume are important, because they explain the source and derivation of information in the tables on the various pages.

11. The entry number is 25168-43. The Supt. of Documents classification is Y4.Ag8/3:F22/3. This Supt. of Documents classification number is listed in the Documents shelflist; the publication is housed in the Documents & Maps area.

12. Table one of volume one includes figures for the U.S. as a whole. You can skim down the kind of business column at the left of the table until you come to hardware stores, whose total sales were $3,957,373,000. If you cannot spot the industry you are researching, you might consult the SIC Manual to determine the correct SIC number.

13. The median current ratio was 1.9 for drug stores of all sizes. You should have used the statement studies index at the back of the volume to locate the page for drug stores.

14. The SIC number is 208 4000 (This is approximate.).
The 1978 price index was 168.3 for wine & brandy (20840 005). Notice the figure is given for several other years, too.

15. 3.8 percent (on page 12)

16. Marlboro had 17.79 percent share in 1980. You should have used the industry index at the front of volume one to locate the section on tobacco.

17. Yes: Annual Business Survey: Men's Store Operating Experiences, produced by the Menswear Retailers of America (Reference HD 9940 U4M4 1979). This type of report can be found by looking up an appropriate subject heading in the card catalog. Another approach is to look up the industry in a guide to business literature (see Part Three, Section One).

18. "Cyclical, dependent primarily on weather conditions..." (page 261). Your answer may vary if you used a different edition.

19. The figure for Exxon was 5.4 Percent, 7.5 percent for the industry. You could have found the page for Exxon by turning to the company name index at the front of volume one (around page three). Pages for companies in the industry are grouped together and are preceded by a single page on the industry as a whole.

20. Note the first volume of this series is a United States summary volume. The rest of the set consists of one or more volumes for each state. Turn to the table finding guide inside the front cover of the Iowa volume. Scan down the subject column until you come to the major subheading OCCUPATIONS (on the right of the two pages). Scanning down the counties column, you will find that table 122 deals with "Occupation: By employment characteristics" at the county level. Turning to table 122 (table numbers are given at the top of the page), you will see there is a column for each Iowa county. Looking down the column for Linn County, you will find the number of engineers in this county was 1,720 in 1970.

21. 1978: 61 1975: 54 1972:58

22. The entry for rice lists characteristics of heavy users such as ethnic background, large families, and living in South. The first few pages explain how to read the tables.

23. The tables in this source are arranged by state. In the Iowa section you should find a table for metro area effective buying income. The figures for Waterloo-Cedar Falls are broken down by city; the percent of Cedar Falls households in the highest income group was 31.2 in 1978. Effective buying income and other terms used in this source are explained at the front of the volume. The figure you found may be slightly different if you used a later edition.

24. Look up the company name in the blue pages index at the front of the volume. Turning to the pages for Coca-Cola (Del.) you will see the requested figure is $4,961,402,000.

25. Not as such. Montgomery Ward is a subsidiary of Mobil Oil, and you will have to look in the Mobil report to find information on Ward. The two drawer card catalog on top of the cabinets includes a cross reference from Montgomery Ward to Mobil. This card catalog file does not include cross references from all subsidiaries to all parent firms, however. If you suspect you are not finding information on a company because it is a subsidiary, you could consult the Directory of Intercorporate Affiliation (Reference HF 4057 A219 1979) to determine the parent corporation.

26. The company may be privately held, it may be a subsidiary of another firm, and it may be very small. See Part Five for a list of suggested next steps.